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ANNUAL

*Report*

DEPARTMENT OF ECONOMIC AFFAIRS

GOVERNMENT OF THE PROVINCE OF ALBERTA, EDMONTON

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Edmonton, Alberta

To His Honour,

J. J. Bowlen,

Lieutenant Governor of the  
Province of Alberta.

Sir:

I submit herewith the report of the Department of  
Economic Affairs for the year ending December 31st, 1957.

I have the honour to be, Sir,

Your obedient servant,

A. RUSSELL PATRICK

Minister of Economic Affairs.

February 16, 1959.



February 5, 1959

To The

Honourable A. Russell Patrick,  
Minister of Economic Affairs,  
Edmonton, Alberta.

Sir:

I have the honour to submit herewith the fourteenth annual report of the Department of Economic Affairs for the period January 1st to December 31st, 1958, in accordance with Section Nine, The Department of Economic Affairs Act, Chapter 2, Province of Alberta, 1945, and in accordance with regular practice, I again append complete reports of the various branches of the department as submitted to me. The report of the Geographic Board of Alberta is also included in our report, as has been customary.

Administration of the auditoriums was continued throughout 1958 by the Auditorium Management Committee appointed December 1957 (Messrs. Moore, Barr and Hart) quite successfully, I believe. Use of both buildings was more in demand during the year than was originally anticipated and reservations for space has already been made well into 1960 for small as well as for large events. Because of the low rentals charged, local drama groups choral, symphony and other amateur organizations have been able to take advantage of facilities never before available, and cultural activities within the province have been enhanced accordingly. Several conventions were held in the auditoriums, while the buildings were inspected by thousands of tourists.

I should like to take this opportunity, if I may, to thank my colleagues on the Committee for the help given me in the administration of the auditoriums and for the time so freely given by them.

According to the report of the Director of Industrial Development, business in the Province in 1958 showed a slight decline but with a somewhat upward trend toward the latter part of the year. Retail business, for the first nine months registered an increase over the corresponding period in 1957. Wholesale business for the first ten months also increased. Some industries expanded their facilities, while many additions to warehouse properties and office buildings were constructed during the year. Full details of industrial expansion and work undertaken by the Industrial Development Board are contained in the report of that branch. Immigrant settlement and placement also within the jurisdiction of the same branch, is contained in the same report. To prevent any possible aggravation to unemployment, very little activity took place in this connection during the year. Thirty one immigrants were interviewed in the immigration office, having arrived from the United Kingdom, Europe or eastern Canada (having settled there first) all of whom were assisted to become established in the province, while a number of "repeats", that is, immigrants who arrived here in other years but who wished new or better employment, were placed in positions more suitable to them where that was possible. Immigrants who did arrive were mostly through Alberta House.

The directors of advertising and publications were active during the year. Details of their work is explained in their reports, as is that of the Film and Photographic Branch, the Public Relations Officer, the Southern Area Office in Calgary, and the Office of the Agent General in London, England.



The Cultural Activities Branch was extremely active during the year. This branch was expanded by the addition of two senior employees because of extra duties originating from demands by communities to establish new or additional recreational facilities within their area. Library facilities within the province were also considerably strengthened. One complete regional library was established in west central Alberta. This in itself is a major step in library development under the new Libraries Act assented to in March 1956. A larger number of library grants were applied for in 1958 than in any previous year.

Lastly, but certainly not least, are the duties carried out by the Alberta Government Travel Bureau. It is pleasing, as a result of this phase of the department's work, to note a considerable increase in the number of tourists to the province in 1958 and of expenditures by them, despite a decrease in per capita spending. Visitors to Alberta in 1957 totalled 2,095,973 with expenditures estimated at \$61,869,829.00. Comparative figures in 1958 were 2,272,887 and expenditures \$62,481,324.00. Participation in travel shows contained throughout the year both in the United States and Canada, principally in San Francisco, Los Angeles, Sacramento, Minneapolis and the Royal Winter Fair at Toronto and the Pacific National Exhibition at Vancouver. The latter two, however, were not entirely tourist exhibits, the first depicting agriculture and the second, industry. Considerable amounts of tourist literature, however, were distributed at all the exhibits, while large quantities were also distributed by mail or by other means. This department, of course, had representatives at all the exhibits while, in several cases, the Province of British Columbia participated with us under our mutual cooperative agreement. Details of the total activities of this branch are apparent in the report attached by the travel director.

Co-operation in developing the tourist trade is being expanded by the four western provinces. Only as late as January 7th and 8th, 1959 a meeting was held in Calgary by the provinces of Manitoba, Saskatchewan, Alberta and British Columbia when far-reaching decisions were made on uniformity of action intending to improve tourist services and give encouragement to visitors, from within and without Canada, to our own areas. Another such meeting is to be held in September this year.

I feel satisfied that the Department, including all its branches, has had a very satisfactory year. Credit is due particularly to the heads of all branches but, also, to all members of the staff, to whom I extend my sincere thanks for their continuous co-operation.

All of which is respectfully submitted.

R. R. Moore,  
Deputy Minister.



DEPARTMENT OF ECONOMIC AFFAIRS

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HON. A. R. PATRICK  
Minister

RALPH R. MOORE  
Deputy Minister

Alberta House..... Agent General: R. A. McMullen

Auditoriums..... Edmonton Manager: J. E. Plews  
Calgary Manager: Roy M. Aikenhead

Cultural Activities Branch..... Co-ordinator: W. H. Kaasa

Libraries..... Supervisor: E. J. Holmgren

Drama..... Supervisor: J. McCreath

Music..... Supervisor: D. Peterkin

Crafts..... Supervisor: Miss F. Archibald

Recreation..... Supervisor: Miss E. McFarland

Film and Photographic Branch... Film Commissioner: K. Hutchinson

General Office..... Secretary and Accountant:  
J. L. Patterson

Industrial Development and      Director and Assistant Deputy  
Immigration Branch..... Minister: R. Martland.

Publicity Bureau

Advertising Office..... Director: E. S. Bryant

Publications Office..... Director: H. E. Martin

Public Relations Office..... Officer: R. D. McLean

Southern Area Office..... Supervisor: H. E. Webster

Travel Bureau..... Director: D. E. C. Campbell

Legislative Building,  
Edmonton



## ALBERTA HOUSE

Activity at Alberta House in 1958 showed no abatement, other than in immigration, over 1957. As in all years since the establishment of Alberta House, callers not only included Alberta visitors to London seeking information or assistance but, in large measure, United Kingdom citizens requesting information of one kind or another about the Province of Alberta, its natural resources and industrial opportunities.

### IMMIGRATION:-

A change in Alberta's immigration policy, together with press reports on emigration to Canada, resulted in a lessening of enquiries during 1958 concerning employment opportunities. Adhering, however, to policy laid down in 1957, little encouragement was given most prospective emigrants during the past year. Certain categories, however, were encouraged to proceed with their emigration plans. These included doctors, nurses, nurses' aids, school teachers, domestics, farm workers, and a number of executive and professional personnel.

Assistance nevertheless, was rendered to government departments, school divisions, and private companies in the recruitment of qualified personnel. Successful applicants were given every assistance in finalizing emigration procedure and in completing travel arrangements from the United Kingdom to Alberta.

### INDUSTRIAL DEVELOPMENT:-

Individual industrial enquiries in the United Kingdom continued to be as numerous as in past years but, owing to the much publicised recession on the North American Continent, development plans for Canada by most British firms continued to be curtailed or indefinitely postponed. Even greater emphasis was therefore placed on the problem of attracting investment capital to Alberta.

The Agent General addressed regional Council Meetings of the Petroleum Industry in Great Britian; attended the Dollar Exports Council Conference at Eastbourne; continued to seek every opportunity to address Professional Institutes, Chambers of Commerce and appropriate gatherings. As a Coucil Member of the Canadian Chamber of Commerce in Great Britain, as Vice-President of the Agricultural Institute of



Canada in Great Britain, and as a member of the Oil Industries Club, the Agent General continued to establish and maintain contacts throughout the United Kingdom in finance, industry, commerce and agriculture.

As in the past years contact was maintained with the Federation of Commonwealth and British Empire Chambers of Commerce; the British Chamber of Commerce; the American Chamber of Commerce; with National and Regional British Industrial and Trade Associations.

PUBLICITY, PUBLIC RELATIONS, FILMS AND PHOTOGRAPHS:-

Publications have again been widely distributed to Her Majesty's Government Departments; Her Majesty's Central Office of Information; British and Canadian Banks; Chambers of Commerce; Public Libraries; Transportation Companies and Travel Agencies. The number of requests from school teachers and students for publications and information on Alberta again increased over the previous year. Substantial quantities of material were distributed at Trade Exhibitions, Display Centres and at selective film showings.

Close contact was maintained with British and Canadian press representatives in London. General and statistical information on Alberta education, health, welfare, agriculture, natural resources, industrial expansion, housing and comparative costs of living was supplied to the national and provincial press; to the broadcasting and television services, to trade publications and, upon request, to Chambers of Commerce.

A total number of seventy-five Alberta Government films were shown at Immigration meetings, Universities, Agricultural Colleges and Schools to an estimated audience of about sixty-five hundred viewers. Throughout the year, the Province of Alberta was prominently featured on British television, there being no less than three programmes in December based on the Rocky Mountains, Trail Riding in the Rockies, terminating on Boxing Day with extracts from the Calgary Stampede seen by viewing audiences throughout the United Kingdom estimated at many millions. A number of radio broadcasts were made available to schools throughout the United Kingdom on the history of Alberta, agriculture,



natural resources and the petroleum industry. Background material for a number of these programmes was supplied through Alberta House. There was a further increasing demand from the press, the film industry and from other sources for industrial, agricultural and scenic photographs to be used for illustrations and display purposes.

The Agent General again accepted invitations to deliver addresses on Canada and Alberta at official, civic, industrial and social functions.

#### ALBERTA VISITORS:-

In 1958 the number of Alberta residents visiting Alberta House totalled 289, an increase over the previous year. In addition to the normal courtesies extended, information and assistance relating to passport and visa problems, currency exchange, ocean and air transportation, British and Continental tours, accommodation and employment opportunities were again provided to Alberta visitors. A number of itineraries were prepared on United Kingdom and Continental tours.

The names of thirty-four Alberta residents were submitted to the Office of the Lord Chamberlain for invitations to one of the two annual Royal Garden Parties. Eight Alberta girls were presented to Her Majesty The Queen at Buckingham Palace. A number of invitations were received and distributed for the Trooping the Colour Ceremony.

#### CIVIL ENQUIRIES:-

Civil enquiries, including requests for Birth, Marriage and Death Certificates, averaged thirty-two each month. Assistance was rendered in the settlement of estates of deceased persons in Alberta and in the United Kingdom. Information was obtained on property located in the Province and owned by United Kingdom residents, and enquiries were instituted for the whereabouts of missing persons. The number of enquiries on points of law in Alberta received from law firms and from the legal departments of commercial and industrial firms showed an increase.



CIVIL DEFENCE:-

Throughout the year contact was maintained with the Civil Defence authorities in the United Kingdom and particularly with the County of Northumberland Civil Defence Corps.

REPRESENTATION:-

During the year the Agent General was again privileged to represent the Government and the people of Alberta at two hundred and sixteen official functions and receptions given by Her Majesty's Government; the Corporation of the City of London; the Commonwealth Government representatives; financial and industrial institutions in the United Kingdom.

APPRECIATION:-

The Agent General again wishes to express appreciation for assistance and co-operation received from the High Commissioner for Canada in the United Kingdom; from the Colonization and Transportation representatives of the Canadian National Railways, the Canadian Pacific Railway Company and Cunard Steam-ship Company in Great Britain.



## CULTURAL ACTIVITIES BRANCH

From the Cultural Activities Branch of a Co-Ordinator and one stenographer with which it was launched twelve years ago the Branch now comprises six divisions employing seventeen persons. These divisions are assisted by a corresponding number of advisory boards as follows:

COMMUNITY RECREATION: Mr. A. V. Pettigrew (chairman), Edmonton; Miss Helen Appleton, Medicine Hat; Mr. W. A. Hutton, Calgary; Reverend G.B. Johnston, Edmonton; Mr. T. McPherson, Red Deer; Mrs. E. Pederson, Standard; Dr. M. L. Van Vliet, Edmonton.

DRAMA: Mr. D. Homersham (chairman), Edmonton; Dr. B. Mitchell, Calgary; Mr. J. Levinson, Medicine Hat; Miss E. Nelson, Edmonton.

HANDICRAFT: Mrs. A. Lundy (chairman), Lethbridge; Mrs. L. Mahon, Edson; Mrs. E. McBryan, Grande Prairie.

VISUAL ARTS: Mr. M. MacDonald (chairman), Edmonton; Miss. A Brown, Fort Macleod; Mr. D. Motter, Calgary.

LIBRARY: Mr. L. A. Walker (chairman), Edmonton; Miss Allen, Calgary; Mr. J. E. Dutton, Lethbridge; Mr. R. C. Gregg, Edson; Mrs. W. C. Taylor, Wainwright.

MUSIC: Professor R. S. Eaton (chairman), Edmonton; Mr. N. Kennedy, Calgary; Mr. H. G. Turner, Edmonton; The Bishop of Athabasca (Rt. Rev. R. J. Pierce), Peace River; Mr. G. K. Greene (ex-officio), Edmonton.

## LEISURE

Circulation figures of this magazine continue to grow in spite of a careful check of the mailing list. This is accomplished by a questionnaire to each reader asking whether he/she wishes to continue to receive the magazine.

No negative answers were received, but some addressees had moved and there were many changes in address.

Some 60 percent of the questionnaires were answered but perhaps an even more significant evidence of readership is the number who neglected to answer the questionnaire but "complained" when they did not receive the next copy.

Average number of copies printed quarterly is between 3,600 and 3,700 which usually allows for a sufficient overprint to satisfy requests for extra copies. (The number so requested in December, for



## CULTURAL ACTIVITIES

-2-

example, was over 130)

Starting with the March, 1959, issue Leisure will be under new editorship.

### MAYTIME IN ALBERTA

This annual fixture in the Cultural Activities calendar in 1958 visited eleven communities, via. Sangudo, Edson, Drayton Valley, Stony Plain, Ponoka, Innisfail, Olds, Three Hills, Drumheller, Hanna and Stettler. The programs included music, drama and visual arts including paintings, prints, handicrafts, a library display, photography, etc. The project was well received wherever it visited and, besides bringing high grade entertainment to many, acted as a stimulant to many a local artistic enterprise. Subsequently a "postmaytime" survey suggested beyond doubt that the undertaking is well worth while, particularly if it is energetically followed up.

### ART AND CRAFT DIVISION

#### HANDICRAFT ACTIVITIES

During the season 23 centres were visited by the Supervisor, and by the end of September 54 communities requested organization, literature or craft information.

Two new centres were organized - Hartell and Brooks. Fifteen organized centres received instruction in ceramics, waaving, leather and copper with 201 persons participating from January 1st to May 30th. Six radio broadcasts and three TV programs on handicraft and four lectures were also given.

#### HANDICRAFT INSTRUCTORS

A full program was presented to the communities from January 1st to May 30th, not including ALBERTACRAFT-58 in April. Three craft instructors were out in the communities full time.

Mrs. Phyllis Ponech, (leather and copper) visited six centres and gave instruction to approximately 55 persons. Mrs. Georgina Graham (weaving) visited six centres and gave instruction to approximately 67 persons. Miss Sophie Sembaliuk (ceramics) visited three centres and gave instruction to 31 persons. During May she was out with an exhibition of paintings on the Maytime tour.



CRAFT LEADERSHIP SCHOOLS

A successful craft school for potential leaders in ceramics, weaving, leather and copper was held from February 10th to 28th in Lethbridge. Twenty-eight registered for the course.

ALBERTACRAFT-58

One of the largest displays of handicrafts by Alberta and other Canadian craftsmen was held for one week each at the Calgary and Edmonton Jubilee Auditoria. Fifty-nine individuals and groups were represented, the majority from Alberta. The Northern exhibition was opened by the Honourable A. O. Aalborg, Minister of Education, and the Deputy Minister of Economic Affairs. In the South the exhibition was opened by Mr. A. J. Dixon, M.L.A., and the Department's Southern Supervisor.

Exhibits included 17 from Edmonton, 8 from Calgary, 5 from other provinces and one from California. Twelve scholarship winners and six honourably mentioned also had their work exhibited. Demonstrations were carried on of pottery, weaving, copper enamelling, batik and book binding. Attendance was excellent both at Edmonton and Calgary; it is estimated at between 10,000 and 12,000 people.

SCHOLARSHIPS

Miss Betty Davies - ceramics - \$250.00. She attended the Banff School of Fine Arts.

Mrs. Joy Hinman - weaving - \$250.00. She attended the Provincial Institute of Technology and Art.

Miss Jeanne Barnes - copper enamelling and jewelery - \$250.00. She attended the Provincial Institute of Technology and Art.

Miss Mary Morison - Textile - \$250.00. She will be attending the Provincial Institute of Technology and Art.

Mrs. L. Mahon - \$200.00. To be used by the Edson Craft Centre. Held in trust.

Mrs. V. Hoar - \$200.00. Leadership scholarship. Held in trust.

OTHER CRAFT EXHIBITIONS

During the period under review a new venture was launched by setting up, at Port Macleod, an exhibition for craftsmen anxious to have their work displayed to the attention of tourists.



A newsletter was displayed at the Fort Macleod tourist information centre, giving the names and addresses of 24 such craftsmen. The venture was successful, but so far there has been no report of resulting sales.

#### CALIFORNIA STATE FAIR

An exhibition of Alberta crafts was sent to Sacramento in August and September. These were not for sale, but the craftsmen's names and addresses were listed along with United States Customs regulations. Thirty-four exhibits were displayed.

#### VISUAL ART ACTIVITIES

##### SCHOLARSHIPS

Mr. Terrence Syverson - oil painting - \$400.00. Attended the Banff School of Fine Arts (\$200.00). Will be attending the Provincial Institute of Technology and Art.

Mr. James L. Elliott - oil painting - \$400.00. He is attending Institute Allende, San Miguel, Mexico.

Mr. Doug Haynes - oil painting - \$300.00. He was attending University of Manitoba. Scholarship relinquished and returned to department.

Miss Anita Carson - painting - \$100.00. Held in trust.

Mr. Deli Sacilotte - oil painting - \$200.00. He is attending the Art Student's League, New York.

Mr. William Millott - Sculpture - \$300.00. He is attending the Provincial Institute of Technology and Art.

Miss Karen Moller - painting - \$100.00. She is attending Provincial Institute of Technology and Art.

During the year 1958 sculpture, which has been shared with the arts and crafts division for several years, finally became the responsibility of the Visual Arts division. For the first time a scholarship was offered for the best piece of sculpture in wood, metal, or stone.

#### TRAVELLING EXHIBITIONS

Three exhibitions were set out on a Maytime tour, Miss Sembaliuk accompanying one exhibition and lecturing on painting, and two art students accompanying the others.



During the season of 1958 seven exhibitions were offered, with sixteen communities taking advantage of having these exhibits set up in their own centres.

#### ALBERTA PAINTING EXHIBITS

Mr. A. Spencer presented a program to be reviewed by the Visual Arts Board, for an annual arts festival to be held in conjunction with ALBERTACRAFT in Calgary and Edmonton Auditoria, where amateur and professional artists of Alberta would be given a chance to participate.

A general program such as this would help in raising the standards of art and give Alberta artists a chance to have their work exhibited in a Provincial Exhibition.

#### COMMUNITY RECREATION

##### LEADERSHIP COURSES

1. Regional courses. In response to demand the Community Recreation Bureau's regional two- and three-day clinics expanded considerably during 1958. These community courses have greatly increased the number of leaders immediately available for certain activities. Over three or four years, it is hoped, they will improve the calibre of students attending provincial schools and permit the offering of more advanced courses at the provincial level.

The following regional courses were held in 1958:

|   | Location       | Number<br>Attending | Number of<br>Communities<br>Represented |
|---|----------------|---------------------|---|
| (a) Square Dance                          | Mallaig        | 20                  | 10                                      |
| (b) Track and Field<br>Athletics          | Grande Prairie | 22                  | 10                                      |
|   | Camrose        | 35                  | 13                                      |
|   | Vilna          | 29                  | 13                                      |
|   | Morrin         | 29                  | 12                                      |
| (c) Basketball Coaching<br>and refereeing | Vegreville     | 71                  | 28                                      |
|   | Hanna          | 50                  | 23                                      |
|   | Morinville     | 52                  | 7                                       |
|   | St. Albert     | 36                  | 11                                      |
|   | Grande Prairie | 44                  | 11                                      |
|   | Mallaig        | 24                  | 13                                      |
| (d) Hockey Coaching<br>and Refereeing     | Vegreville     | 14                  | 12                                      |
|   | Grande Prairie | 10                  | 5                                       |



## 2. Provincial Leadership Courses.

As in past years, the Camping Conference, Playground Leaders' Short Course, Recreation Leadership school, and Provincial Recreation conference were again held. One provincial hockey clinic was also held.

To further interest in swimming, the Recreation Bureau co-operated with the Canadian Amateur Swimming Association (Alberta branch) to sponsor a two-day coaching clinic in competitive swimming and diving. The Bureau also provided financial assistance to the Alberta Synchronized Swimming Association for its provincial competition and judges' clinic.

The Recreation Directors' In-Service Course, inaugurated in 1957, was continued in 1958.

All provincial courses sponsored by the Recreation Bureau were held at the Red Deer Composite High School with the exception of the Recreation Conference which was held at Banff.

In 1958 the problem of facilities for provincial schools has been a major one. Dormitories at Red Deer are no longer adequate and it seems impossible to obtain suitable facilities elsewhere. While temporary arrangements have been made for 1959, the problem is far from solved and threatens greatly to curtail future provincial courses.

## Statistics on provincial Recreation Leadership Courses:

|                                       | No. attending | No. Communities<br>Represented |
|---------------------------------------|---------------|--------------------------------|
| (a) In-Service course                 | 14            | 8                              |
| (b) Provincial Camping Conference     | 92            | 23                             |
| (c) Swimming Clinic                   | 35            | 9                              |
| (d) Playground Leaders' Short Course  | 47            | 16                             |
| (e) Recreation Leadership School      | 138           | 62                             |
| (f) Provincial Recreation Conference  | 53            | 19                             |
| (g) Provincial Hockey Coaching Clinic | 53            | 12                             |

Altogether a total of 161 Alberta communities benefited through sponsoring candidates to one or more leadership courses in 1958.

(Appendix A)



## B. Community Organization.

In 1958 there was a marked upswing of interest in organized recreation programs. A number of communities recognize their need for a year-round recreation program operated by professional staff. However, those communities under 3,000 population cannot finance such a project. This problem has led to investigation of a co-operative recreation program sponsored jointly by a municipality and the towns and villages within it. Further study must be given to the problems and possibilities of such a program.

During 1958 grants towards the salaries of full-time and part-time recreation leaders were paid to the following Alberta communities; Black Diamond, Edmonton, Grande Prairie, Jasper Place, Lethbridge, Mallaig, Medicine Hat, Nanton, Nobleford, Olds, Ponoka, Red Deer, Stettler, Taber, Three Hills, Vermilion and Wetaskiwin.

RECREATION SCHOLARSHIPS

Two scholarships were awarded in 1958; Mr. Lorne Sampson, who is presently completing his degree in Physical Education at the University of Alberta, was awarded \$200.00. Mr. Frank Kiyooka, of Jasper, Alberta, was awarded \$500.00 for post-graduate study in Fine Arts. Mr. Kiyooka will commence his studies in Europe in September, 1959.

INCREASE IN STAFF

In October, 1958, Mr. Sydney Moore joined the staff of the Community Recreation Bureau as regional consultant. He will serve the southern area of the province and will be located in Lethbridge. The addition of Mr. Moore has already enabled us greatly to increase the service offered by the Recreation Bureau.

APPENDIX APARTICIPANTS IN LEADERSHIP - TRAINING  
UNDER COMMUNITY RECREATION BUREAU  
January 1, 1958 to December 31, 1958

Aerial, Andrew, Arcadia, Ashmont.

Barrhead, Bashaw, Beaverlodge, Benalto, Bentley, Bon Accord, Big Stone, Boyle, Breton, Brocket, Brooks, Bruce, Bellis, Bowness.

Calgary, Calmar, Clandonald, Camrose, Cardston, Carseland, Castor, Chauvin, Cherhill, Claresholm, Cold Lake, Coronation, Coutts, Craigmyle, Clyde.



Delia, Dewberry, Dixonville, Didsbury, Drayton Valley,  
Drumheller, Duffield.

East Coulee, Edberg, Edson, Eaglesham, Edmonton, Enchant,  
Elk Point.

Falher, Fairview, Fort Assiniboine, Fort Smith, Fort Saskatch-  
ewan, Fort Vermilion, Forest Lawn.

Grande Centre, Girouxville, Gleichen, Glendon, Grande Prairie,  
Grimshaw, Goodfare.

Hairy Hill, Halkirk, Hanna, Hualien, Hay Lakes, Hardisty,  
Heisler, High Prairie, Hines Creek, Holden, Hythe.

Innisfail, Innisfree.

Jasper Place.

Killam, Kelsey, Kitscoty.

Lac La Biche, Lancaster Park, Lacombe, Lamont, Legal,  
Lethbridge, Lisburn, Lafond.

Magrath, Mallaig, Medicine Hat, Meeting Creek, Millet,  
Mirror, Michichi, Monarch, Morinville, Montgomery, Morrin, Mannville,  
Mundare, Munson, Myrnam.

Namao, Nanton, New Brigden, Nobleford, North Star.

Olds, Oyen.

Peace River, Penhold, Plamondon, Ponoka.

Radway, Red Deer, Redwater, Riviere Qui Barre, Rich Lake,  
Rosalind, Rosebud, Rowley, Rumsey, Rycroft, Ryley.

St. Paul, St. Albert, St. Lina, Sexsmith, Smoky Lake, Sanguo,  
Spedden, Spirit River, St. Edward, Stavely, Sibbald, Stettler, Scotfield,  
Stony Plain, Sylvan Lake, Standard.

Taber, Three Hills, Tofield, Therien, Two Hills, Turner Valley,  
Valhalla Centre, Vermilion, Vegreville, Viking, Violet Grove,  
Vilna.

Wabamun, Warspite, Wetaskiwin, Wembley, Westrose, Westlock,  
Whitelaw, Woking, Willingdon.

Youngstown.



DRAMA DIVISION

The position of Drama Supervisor was created in 1955. In the Provincial picture his position, along with other members of the Cultural Activities Branch is unique in that he is responsible to the Department of Economic Affairs and operates as a unit quite independent of the Department of Education although works in an advisory capacity to the school system upon request.

The Drama Supervisor works inside the frame work of the Cultural Activities Branch to assist drama groups in their organization and operation and to make them aware of the needs of higher standards in amateur theatre. He does this:

- (a) Through periodic visits to the drama groups of the Province where he will meet with members of the group, discuss their problems and encourage their efforts in every way possible.
- (b) By maintaining a constant correspondence with all groups and individuals seeking advice and assistance.
- (c) By conducting drama workshops throughout the Province.

Drama Workshops are conducted where a minimum of 15 persons interested in drama indicate they are willing to meet together for the purpose of learning how to organize themselves into a working unit and where the desire is indicated to learn something of the aspects of theatre - acting, directing, stage management, lighting, make-up, selection of plays, choral speaking, etc.

DRAMA BOARD

The Alberta Drama Board met five times last year to discuss the promotion of Provincial Drama.

DRAMA FESTIVAL

The Alberta Drama Festival was held again under the auspices of the Alberta Drama League. The five plays presented during this Festival were:

- "All Summer Long" by the Coaldale Little Theatre.
- "Angel Street " by the Medicine Hat Civic Theatre.
- "Arms and the Man" by Workshop 14, Calgary.
- "The White Sheep of the Family" by the Playgoers of Lethbridge.



"My Three Angels" by the Cothurn Company of Red Deer.

Coaldale's entry "All Summer Long" was chosen to be entered in the Dominion Festival.

#### DRAMA PUBLICATION

An Alberta drama booklet entitled "Acoustics and Stage Construction" was published this past year and three hundred copies were distributed among those interested in the Province.

#### DRAMA WORKSHOPS

During the year drama workshops were conducted at Camrose, Banff and Grande Prairie, as well as a successful Directors' Seminar at Red Deer. The Directors' Seminar was represented by thirty-nine, from as far north as Grande Prairie and as far south as Drumheller - these places representing members of new drama groups formed this year, from as far west as Banff, Eckville and Erskine.

#### THE JASPER STORY

The Drama Supervisor produced the third annual production of THE JASPER STORY which was most successful in the terms as audience, production and cast morale.

#### NEW GROUPS

Three new drama groups were formed with the Drama Supervisor's assistance at Banff, Grande Prairie and Drumheller.

The Drama Supervisor explored the possibilities of assisting in theatrical endeavors at the School for the Deaf, Edmonton.

#### SCHOLARSHIPS

Five Drama Scholarships were awarded this year:

Leslie Funtik - \$300

Jack Downey - \$300

Dorothy Garen - \$250

Care Hare - \$250

Irene Powlan - \$250.



LIBRARY DIVISIONREGIONAL LIBRARIES

During the year the Central Alberta Regional Library was formed. This is in reality an expansion of the old Lacombe Regional Library. The new unit includes the County of Ponoka, the Red Deer School Division and the Rocky Mountain House School Division in addition to Lacombe. This library should be in operation early in 1959. Discussions have been held in Killam regarding the establishment of a regional library in that area.

WORKSHOPS

One of the outstanding events of the year was the workshop held September 13 at Grande Prairie. At this workshop there were thirty-six people in attendance, representing the towns of Beaverlodge, Berwyn, High Prairie, Hythe, Nampa, Brownvale, Peace River, Sexsmith, Wembley and Spirit River. Prior to this a workshop had been held in Medicine Hat in May under the sponsorship of the Alberta Library Association and in October another was held in Lethbridge and sponsored by the Lethbridge Public Library. These three workshops clearly demonstrate the success of this method in helping the librarians of small libraries and it is intended to hold more of them.

SCHOLARSHIPS

Three scholarships were awarded to students proceeding to a degree in library science. The two \$500 scholarships were awarded to Miss M. Jackson and Miss P. McNeil both of Edmonton while one of \$250 to Mrs. R. Randall also of Edmonton. It is hoped that in the future more candidates will come forward from other centres.

NEW LIBRARIES

A community library was established at Fort Vermilion, Oyen, Innisfree and Onoway. Although the Department is reluctant to see the unlimited establishment of this form of library service these three were allowed owing to the relative isolation of the communities concerned. A bright spot on the municipal library scene is the establishment of a municipal library at Olds where there had previously been almost no library service at all. Progress is also being made at the establishment

of a municipal library at Peace River and it is hoped that most libraries will achieve this status, particularly in the towns since tax-supported service is the aim of The Libraries Act.

New libraries (1958) - Oyen Community, Rosemary Community, Smith Community, Trochu Municipal, Dixonville Community, Fort Vermilion Community, Grand Centre Community, Innisfree Community, Jasper Place municipal and Bowness Municipal.

Present Libraries in Alberta - two regional, twenty-two municipal and one hundred and twenty-four community.

#### ALBERTA LIBRARY BOARD

There were five meetings of the Board during 1958. January 20th, March 1st, April 23rd, September 22nd and December 1st.

During the past year the Board has been particularly interested in the matter of education for librarianship and in view of this, it is studying the possibilities of a course for Librarians of small libraries believing such a course may greatly improve the standards of service throughout the province.

#### GRANTS

The following amounts were paid on the basis of 1957 operations:

|   |                    |
|---|--------------------|
| Grants paid to municipal and regional libraries | \$55,198.10        |
| Grants paid to community libraries              | 25,607.64          |
| Total amount paid                               | <u>\$80,805.74</u> |

#### CONFERENCES

The supervisor attended the Alberta Library Association Conference at Medicine Hat in May and the Canadian Library Association Conference in Quebec City in June.

#### MUSIC DIVISION

The past year has been a milestone with regard to music development in the Province of Alberta. For the first time, since the creation of the Cultural Development Act, in 1946, a Music Supervisor has been appointed to the Branch as of June 1st, 1958. Mr. D. J. Peterkin came to the Branch with a wide experience in music development.

#### CLINICS

Among Mr. Peterkins first duties, after familiarizing himself and establishing contacts, was a tour of the Banff - Okotoks - Claresholm area with regard to community band development. This was followed by plans for a bandmasters' clinic paralleling those held in Medicine Hat.



Brooks, Raymond, Grande Prairie, and Beaverlodge. The ground work was done for the formation of a town band at Lac La Biche and an instructor was obtained for that community by the Supervisor.

#### MUSIC BOARD

There were four meetings of the Board during 1958.

#### SURVEY

A written survey was conducted in the communities of the Province to ascertain their needs in band, choral and other musical development. Project was undertaken by the Supervisor to establish a music lending library which might assist choral and band groups throughout the Province.

#### SCHOLARSHIPS

The five Music scholarship winners were:

Doreen Flesher - \$250

Eleanor Kerr - \$250

Bruce C. Haack - \$250

Marilyn Smeal - \$250

#### OTHER ACTIVITIES

The Music Supervisor conducted the Edmonton Choral Society in the annual presentation of "Messiah". He also conducted the opera "Hansel and Gretel".

## FILM & PHOTOGRAPHIC BRANCH

In 1958, the Film and Photographic Branch continued to produce and distribute films and still photographs. Every effort was made to portray Alberta and her various facets both to our people at home and interested audiences throughout Canada and abroad.

The staff of the branch was increased during the year with the addition of an assistant to the art section. This increase was necessary due to additional demands placed upon us, for displays, brochures, posters etc.

The Calgary darkroom was not continuously operated during the year, but provided the facilities necessary for any of our photographers when they worked in the Southern Area.

It is of interest to note that photography was divided more or less evenly between stills and motion pictures. In previous years, the emphasis has been on stills. During 1958, with the introduction of the Television News Service, there was a necessary increase in motion pictures and corresponding decrease in still photos for newspaper reproduction.

The following is a detailed report of the various activities of the branch during 1958:

### Black and White Still Photos

A total of fourteen thousand black and white enlargements were produced from over four thousand negatives taken on various specific assignments during the year.

Pictures have been used in Alberta Government publications such as "Within Our Borders", Industrial Newsletter, Educational and Agricultural bulletins and town surveys. Many were forwarded to local, national and foreign newspapers and magazines. Wherever possible, photographs were loaned to illustrate articles written by residents of the Province for the purpose of promoting interest or giving information on any part of the provincial life.

### Color Still Photos

Over four hundred enlargements were made ranging in size from 11 x 14 to 40 x 60". These were used for the purpose of building up backgrounds in displays and for decorating the walls of schools, tourist bureaus and public buildings.



Of the total number produced, three hundred were hand tinted by the staff of the branch and framed at nominal cost .

Four hundred and fifty stills were taken in natural color. A number of these were used in color booklets and calendars. Many were loaned to the larger weeklies as well as to free lance writers to illustrate their articles on tourist and industrial development.

35mm Slides

Several were produced on request from the Departments of Health, Economic Affairs, Lands and Forests and Agriculture.

A series for use in a projectomat were made especially for an Ottawa display sponsored by the Department of Health, Nursing Division and the Alberta Association of Registered Nurses.

The 1958 opening of the Legislature was portrayed in a series of 35mm slides produced at the request of Mr. Speaker.

Motion Pictures: T.V. and General Showing

One film in color with sound, entitled "Fishing the Foothills Province" was produced for the Alberta Travel Bureau. The film was specifically designed for the combined use of television and general showings. Fifty prints have already been released in the United States and Canada. One other film, again specially designed for television release, is presently under production. This will portray the hunting of upland and migratory bird game and show the action taken by Lands and Forests to make sure that an adequate supply of wild fowl will be available for future years. It is expected that the film will be released in sufficient time for its use in promoting hunting in Alberta during the coming fall.

One film is presently being produced under contract by Matan Productions of Edmonton. This is in color of approximately 20 minutes duration, dealing with diseases of swine and is entitled "This Little Pig Went to Market". The film will be released in March, production being supervised by the Film Commissioner on behalf of the Department of Agriculture.

Motion Pictures - (T.V. News)

For the first time, the Photographic Branch concentrated on the production of Television News Releases during the year. Some 30 of these were released to the Television Stations. The releases depicted Government activities and were divided between the Departments as follows:

Attorney General 4, Executive Council 1, Education 3, Lands and Forests 6, Highways 3, Economic Affairs 5, Health 1, Research Council 3, Agriculture 2.

In addition, a daily news release was made to the five Television Stations in Alberta from the Royal Winter Fair in Toronto. The activities of Alberta's Agricultural exhibitors at the fair were closely followed, care being taken to show the major prize winners. Letters received from the stations indicated that the news services and the coverage of the winter fair were very acceptable.

Two ten minute releases for T.V. are under production at present. One black and white silent will record the actions of Research Council personnel in assisting a private enterprise to overcome difficulties encountered in the making of its product. The second, in color, with sound, is meant to aid in the recruitment of nurses by showing part of the daily life of a nurse in training. Both will be ready for release in February 1959.

Film Distribution

All Government films, other than those maintained specifically for school Education, have been shipped, received and maintained by our film library. At present the library houses some fourteen hundred films belonging to the Departments of Health, Provincial Secretary, Agriculture, Lands and Forests and Economic Affairs. From these a total of 1870 shipments were made directly to points in Canada during 1958.

Also during this year we have been able to give emphasis to the distribution of our travel films in the United States. As usual, this distribution was handled for us through the offices of the National Film Board. Alberta now has five travel films in distribution with 110 prints in the United States.



7975 cumulative screenings have been reported from the United States with a total attendance of 511,000 persons and our films have now been telecast 237 times from various stations south of the border, while all of them have also been shown over most Canadian Stations.

ART

The Art section of our branch has completed many projects. Among these are twenty displays in connection with tourism, industry and government services; four sets of titles for motion pictures and 28 posters, as well as letterheads, crests, menu covers, maps, designs and photo captioning.

Scan-a-graver

Plastic cuts for publicity purposes were again produced by the Photographic Branch on request from the Publicity Branch. 2500 of these were made for distribution to daily and weekly newspapers throughout the province during the year.

Ernest Brown Collection

Early in January of this year, we were able to make adequate space provision in the Alberta Block for the Ernest Brown collection. A library and office were properly equipped and recording of the collection was again in the capable hands of Miss Gladys Reeves.

A number of prints were supplied to various publications illustrating the early history of the province and Miss Reeves carried on her lectures with slides, to Service Clubs and school children. The Lecture project was carried on by Miss Reeves to a large extent in her own time and she is to be commended for the valuable information she was interested in passing on to others.

Miscellaneous

As in previous years, the staff was pleased to co-operate with all provincial, federal and commercial agencies. We were able to work closely with the National Film Board, particularly in the matter of film distribution. The Alberta Theatre, a joint project for the showing of tourist films at the Edmonton Exhibition, was again a success. Alberta productions were loaned to the Board for National Parks showings during the tourist season.

Many requests for service, directed to this branch, were considered to be of a commercial nature and were forwarded to other agencies. During the year we were able to maintain harmonious relations with those in private business by strictly adhering to our policy of attempting only that work which concerned the government.

Early in March, two staff members were invited to attend the Calvin Company Workshop in Kansas City. The course offered was excellent for the motion picture producer and many new ideas in technique were studied.

A detailed examination of micro filming procedures was undertaken by the Film Commissioner. The study involved the recording of Land Title deeds and instruments. A report on the findings was made.

The branch was again able to offer equipment such as projectors and screens of occasional use by other departments. Operators were supplied where necessary. The screening room in our own premises was used extensively by all government departments for the preview of films relating to their work.



## INDUSTRIAL DEVELOPMENT AND IMMIGRATION BRANCH

Business conditions in the province were firm during 1958 with a slight upward trend being noted during the latter part of the year. Retail business for the first nine months was over \$898,000,000 -- an increase of 1.2 percent over the corresponding period in 1957. Wholesale trade for the first ten months in 1958 was over \$665,000,000 -- an increase of over \$9,000,000 compared with the corresponding period in 1957. There were several price increases during 1958 which would account for some of the increases in our trade value figures.

Several industries expanded their facilities and additions were made to warehouses and office buildings. Construction in our ten cities showed an increase for the first ten months of over 39 percent. The City of Calgary led our other cities with construction values reaching a new high of over \$100,000,000.

### INDUSTRIAL DEVELOPMENT:

Construction work was started on the new sulphur plant being built near Okotoks. Sherritt Gordon Mines at Fort Saskatchewan and Western Gypsum Products Limited, Calgary, are expanding their plant facilities and a new plant is being built at Rosalind to produce drilling muds from local clays. British American Oil Company officially opened their \$25,000,000 gas plant at Pincher Creek. Capital expenditure on new industries, existing industries, new warehouses, office buildings, additions to existing businesses and miscellaneous businesses amounted to more than \$84,000,000 -- an increase of \$22,000,000 over 1957. Eighteen new office buildings and additions were started during the year at a cost of over \$8,000,000. Capital expenditure on new industries and additions to plants amounted to more than \$54,000,000. A list covering the expansion reported follows.

### MEETINGS:

The Industrial Development Board held one meeting at Waterton Lakes on June 6th and 7th and a meeting of businessmen was held on June 17th at the Northern Jubilee Auditorium to formulate a program to stimulate sales of Alberta-made products. Several industries displayed

INDUSTRIAL DEVELOPMENT  
AND IMMIGRATION BRANCH

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products which represented a cross-section of manufacturing in Alberta. As a result of this meeting a Standing Committee has been appointed, made up of Government representatives, industrialists and representatives of consumer associations to arrange an active program to start in 1959 to acquaint the public on the products being produced in Alberta and to promote the sale of more Alberta-made goods within our market.

INDUSTRIAL PROMOTION:

A number of industrialists interested in establishing in Alberta were interviewed during the year resulting in several companies locating in the province. An industrial exhibit was entered at the British Columbia International Trade Fair, May 1 to 10, and featured a display of Alberta-made goods. As a result of this exhibit several Alberta firms received orders from the Coast. Through the co-operation of Alberta industries a number of samples were given away to the public during the Fair and we received many compliments from the public on our exhibit.

IMMIGRATION:

Immigration to the province during the year was down considerably on account of the employment situation. Thirty-one immigrants were interviewed. These immigrants arrived in Alberta and were sponsored by relatives living in the province. We were successful in obtaining employment for all the applicants. Assistance was provided by this Branch and Alberta House in securing the services of doctors, nurses, and sanitary engineers for the Health Units of the Department of Health located throughout the province. The Branch received 169 letters from people in Germany, Austria, Italy, South America and the United States who were interested in emigrating to Alberta. During the year a number of British immigrants, who had been living in eastern Canada and B.C. moved to Alberta, were assisted by this Branch in securing positions and living accommodations. Assistance was also rendered by this Branch in locating missing relatives and with the co-operation of the R.C.M.P. all the missing



INDUSTRIAL DEVELOPMENT  
AND IMMIGRATION BRANCH

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persons were located. Six teams of immigration officials of the Federal Government visited the Branch during the year and they were briefed on conditions in the province and whenever possible, a short tour was arranged. Thirty-four enquiries regarding business opportunities in the province were received from the Federal Government offices (Ottawa - 8, Edmonton - 26). These enquiries were from people interested in buying out a business or starting up a new operation, usually on a small scale.

The Branch wishes to thank the other Departments of the Government, both Federal and Provincial, Railways, Banks, Research Council, Chambers of Commerce, Boards of Trade, Canadian Manufacturers Association and Alberta industries for the co-operation and assistance extended during 1958.

NEW INDUSTRIES, ADDITIONS TO INDUSTRIES, WAREHOUSES, NEW WAREHOUSES, AND  
MISCELLANEOUS BUSINESSES 1958

| <u>Company</u>                       | <u>Location</u> | <u>Type of Business or Addition</u>    | <u>Cost</u>  |
|--------------------------------------|-----------------|--|--------------|
| Alberta Wheat Pool                   | Calgary         | New office building                    | \$ 2,139,494 |
| Alberta Tractor Co. Ltd.             | Edmonton        | New shop                               | 84,000       |
| Alberta Oil Tool Ltd.                | Edmonton        | Addition to plant                      | 200,000      |
| Alberta Dehydrating Ltd.             | Vauxhall        | New plant (stock feeds)                | 100,000      |
| Alberta Poultry Processing Ltd.      | Lethbridge      | New plant                              | 225,000      |
| Barrigan Woodwares Ltd.              | Edmonton        | New Plant                              | 80,000       |
| Brymko Construction Ltd.             | Edmonton        | New warehouse                          | 60,000       |
| Bertman Building                     | Edmonton        | New office building                    | 550,000      |
| British American Oil Co.             | Pincher Creek   | Addition to plant                      | 18,000,000   |
| Blue Label Bottling Co.              | Calgary         | New plant (carbonated beverages)       | 70,000       |
| Bretson Windows Ltd.                 | Calgary         | New plant (vinyl plastic windows)      | 35,000 Est.  |
| Burtex Industries Ltd.               | Calgary         | New plant (concrete blocks)            | 100,000      |
| Bruce Nodwell Ltd.                   | Calgary         | New warehouse (truck transport)        | 40,000 Est.  |
| Bettenson Cartage Ltd.               | Red Deer        | Warehouse and office (truck transport) | 25,000 Est.  |
| Canada Safeway Ltd.                  | Edmonton        | 3 new supermarkets                     | 415,000 Est. |
| Canada Safeway Ltd.                  | Calgary         | 2 new supermarkets                     | 396,759      |
| City of Calgary                      | Calgary         | Hanger at McCall Field                 | 400,000      |
| Calgary Exhibition and Stampede Ltd. | Calgary         | New building                           | 1,775,000    |
| Central Alberta Hatcheries           | Red Deer        | Addition to building                   | 20,000       |



| <u>Company</u>                   | <u>Location</u>  | <u>Type of Business or Addition</u>     | <u>Cost</u>    |
|----------------------------------|------------------|---|----------------|
| Canadian Propane Ltd.            | Edmonton         | Warehouse and office                    | \$ 80,000      |
| Central Alberta Meat Co.         | Edmonton         | Addition to plant                       | 37,000         |
| Canada Packers Ltd.              | Edmonton         | Addition to plant                       | 137,000        |
| Chinook Shopping Centre          | Calgary          | New shopping centre                     | 3,500,000      |
| Jarex Gas Ltd.                   | Wardlaw          | New gas plant                           | 110,000        |
| Campbell's Furniture Co. Ltd.    | Edmonton         | New warehouse                           | 95,000         |
| Cailling Breweries Ltd.          | Red Deer         | Addition to plant                       | 90,000         |
| Corbatt Brothers Ltd.            | Red Deer         | Office and warehouse                    | 25,000 Est.    |
| Canadian Brass Co. Ltd.          | Red Deer         | Addition to building                    | 32,000         |
| Colour Style Centre              | Red Deer         | Office and warehouse                    | 25,000 Est.    |
| Canadian National Railways       | Edmonton         | New shops                               | 3,500,000      |
| Crystal Dairy Ltd.               | Medicine Hat     | Addition to plant                       | 15,000         |
| Coynco Products Inc.             | Calgary          | New plant (heat exchangers & fin tubes) | 50,000 Est.    |
| Cuiler Manufacturing Co. Ltd.    | Calgary          | New plant (Oil field equipment)         | 35,000         |
| Canadian General Electric        | Calgary          | New warehouse                           | 400,000        |
| Calgary Brush Manufacturing Ltd. | Calgary          | New plant (industrial brushes)          | 20,000         |
| Canadian Fina Oils Ltd.          | Winfall and area | Gas plant                               | 15,000,000     |
| Canadian Industries Ltd.         | Edmonton         | Addition to Polyethylene Plant          | 5,000,000 Est. |
| Department of National Defence   | Cold Lake        | New buildings                           | 2,933,000      |
| Dome Exploration Co.             | Calgary          | New office building                     | 478,569        |

| <u>Company</u>                      | <u>Location</u> | <u>Type of Business or Addition</u>               | <u>Cost</u>  |
|-------------------------------------|-----------------|---|--------------|
| Dominion Construction Co. Ltd.      | Calgary         | New office building                               | \$ 2,500,000 |
| Dominion Rubber Co. Ltd.,           | Red Deer        | Office and warehouse                              | 22,000       |
| Delton Cabinet Co. Ltd.             | Edmonton        | Woodworking shop                                  | 25,000       |
| Dietzgen Eugene (Canada) Ltd.       | Calgary         | New industry (sensitized paper)                   | 100,000      |
| Eaton T.Co. Canada Ltd.             | Red Deer        | New warehouse                                     | 170,000      |
| Edmonton Produce Co. Ltd.           | Edmonton        | Addition to plant                                 | 100,000      |
| Electric Motor Service Ltd.         | Edmonton        | Addition to plant                                 | 33,000       |
| Empire Marble Co. Ltd.              | Edmonton        | Warehouse and office building                     | 91,000       |
| Edmonton Builders Exchange          | Edmonton        | New office building                               | 60,000       |
| Felrete Construction Ltd.           | Edmonton        | New warehouse                                     | 50,000       |
| Fruehauf Trailer Co. of Canada Ltd. | Calgary         | New plant (truck trailer)                         | 500,000      |
| Farmers & Merchants Trust Co.       | Calgary         | Office building                                   | 49,000       |
| Goliad Oil & Gas Ltd.               | Pembina         | Addition to plant (gas plant)                     | 7,000,000    |
| Government of Canada                | Cardston        | Addition to Federal Building                      | 57,000       |
| Gainers Ltd.                        | Edmonton        | Addition to plant                                 | 40,000       |
| Goodyear Tire & Rubber Co. Ltd.     | Edmonton        | New warehouse and office                          | 517,000      |
| Gates Services Ltd.                 | Lethbridge      | New plant(producing wire ties for concrete forms) | 25,000 est.  |
| Hill the Mover                      | Edmonton        | New warehouse                                     | 120,000      |
| Hudson Bay Oil & Gas                | Cessford        | Gas plant   | 3,500,000    |
| Hashman, S.                         | Calgary         | Office building                                   | 100,000      |



| <u>Company</u>                | <u>Location</u> | <u>Type of Business or Addition</u> | <u>Cost</u>    |
|-------------------------------|-----------------|-------------------------------------|----------------|
| Hankins & Dion (Drs.)         | Calgary         | Office building                     | \$ 38,228      |
| Hepworth Motors Ltd.          | Red Deer        | Office and warehouse                | 30,000         |
| Huebert, C.E. Ltd.            | Wabamun         | New plant (fibreboard)              | 500,000        |
| Imperial Oil Ltd.             | Edmonton        | New asphalt plant                   | 1,100,000      |
| Industrial Iron Works         | Calgary         | New plant (ornamental iron)         | 36,000         |
| Jenkins Groceteria Ltd.       | Calgary         | 2 new supermarkets                  | 170,000        |
| Keith Stationers Ltd.         | Calgary         | Office building                     | 63,400         |
| Kusenko Truck Body Works      | Red Deer        | Body Shop                           | 20,000         |
| King Perry Farm Supplies      | Red Deer        | Office and warehouse                | 20,000         |
| Kruger Construction Ltd.      | Edmonton        | New warehouse                       | 100,000        |
| Lethbridge Feed Services Ltd. | Lethbridge      | New plant                           | 50,000         |
| Loblaws Groceterias Ltd.      | Calgary         | 4 new supermarkets                  | 1,035,000      |
| Lithokraft Press Ltd.         | Calgary         | New industry (printing)             | 60,000         |
| Loblaws Groceterias Ltd.      | Edmonton        | 4 new supermarkets                  | 1,300,000 Est. |
| Loblaws Groceterias Ltd.      | Lethbridge      | New supermarket                     | 350,000 Est.   |
| Lynn Plastics Ltd.            | Calgary         | New plant (polyethylene film)       | 50,000         |
| Market Development Ltd.       | Edmonton        | New warehouse                       | 70,000         |
| McFarlane Wood Products Ltd.  | Edmonton        | Addition to plant                   | 100,000        |
| Mutual Life Assurance Co.     | Edmonton        | New office building                 | 250,000        |
| MacDonalds Consolidated       | Red Deer        | Office and warehouse                | 30,000 Est.    |

| <u>Company</u>                            | <u>Location</u>   | <u>Type of Business or Addition</u>      | <u>Cost</u>  |
|---|-------------------|--|--------------|
| Municipal District of Rockyview No. 44    | Calgary           | New administration office                | \$ 90,133    |
| Murray Manufacturing Ltd.                 | Calgary           | New plant (furniture)                    | 65,000       |
| Magnet Cove Barium Corp. Ltd.             | Rosalind          | New plant (drilling mud)                 | 250,000      |
| M.E.P.C. Canadian Properties              | Calgary           | Office building                          | 947,000      |
| Northern Alberta Dairy Pool               | Camrose           | New plant                                | 200,000 Est. |
| Precision Machine Ltd.                    | Edmonton          | Addition to plant                        | 100,000      |
| Prince, G.                                | Edmonton          | New warehouse                            | 75,000       |
| Peace River Glass Co. Ltd.                | Fort Saskatchewan | Addition to plant                        | 600,000      |
| Pelmer, R. H. Ltd.                        | Calgary           | New plant (windows)                      | 50,000       |
| Pioneer Electric Alberta Ltd.             | Red Deer          | Addition to plant (electrical)           | 12,000       |
| Petro-Chemical Building                   | Calgary           | Addition to building (office building)   | 775,944      |
| Red Deer Cement Products Ltd.             | Red Deer          | Addition to plant (cement products)      | 10,000 Est.  |
| Red Deer Auto Wreckers                    | Red Deer          | Warehouse and office (automotive)        | 15,000 Est.  |
| Revelstoke Sawmills Ltd.                  | Calgary           | New office building (building supplies)  | 261,000      |
| Royal Bank of Canada                      | Edmonton          | New building                             | 600,000      |
| South Bend Structures Ltd.                | Edmonton          | Shop and offices                         | 135,000      |
| Shamrock Bottling Works Ltd.              | Medicine Hat      | Addition to plant (carbonated beverages) | 10,000       |
| South Western Industrial Electronics Ltd. | Calgary           | New plant (electronic instruments)       | 103,500      |
| Shekat Holdings Ltd.                      | Calgary           | 2 office buildings                       | 266,000      |
| Shelbourne Holdings Ltd.                  | Calgary           | New office building                      | 101,898      |



| <u>Company</u>                 | <u>Location</u>   | <u>Type of Business or Addition</u>    | <u>Cost</u>  |
|--------------------------------|-------------------|--|--------------|
| Silverwood Dairy Ltd.          | Edmonton          | Garage                                 | \$ 125,000   |
| Sherritt Gordon Mines Ltd.     | Fort Saskatchewan | Addition to plant                      | 1,500,000    |
| Sick's Brewery Ltd.            | Lethbridge        | Renovations to plant                   | 250,000      |
| Teamsters Union                | Calgary           | Office building                        | 22,000       |
| Thompson, Len Co.              | Lacombe           | New plant (fishing lures)              | 25,000 Est.  |
| U.F.A. Co-op Ltd.              | Calgary           | New office building                    | 165,000      |
| Ultra Service Ltd.             | Red Deer          | Warehouse and office building          | 25,000 Est.  |
| Van Dusen Ltd.                 | Edmonton          | New warehouse                          | 50,000       |
| Victor, Louis Construction Co. | Red Deer          | Addition to warehouse                  | 15,000       |
| Wainwright Producers Ltd.      | Wainwright        | Addition to plant                      | 100,000      |
| Western Vinegars Ltd.          | Calgary           | Bottling plant                         | 79,000       |
| Western Gypsum Products Ltd.   | Calgary           | Addition to plant (building materials) | 600,000      |
| Wilkinson Bros. Ltd.           | Edmonton          | Addition to warehouse (steel)          | 100,000      |
| Western Aluminum Products Ltd. | Calgary           | New plant (doors and windows)          | 45,000       |
| Warrack, W.                    | Calgary           | New office building                    | 39,000       |
|                                |                   | TOTAL                                  | \$84,566,925 |

## ADVERTISING BRANCH

There were no major changes in the operation and administration of the Publicity Bureau in 1958. The advertising office made every effort to provide a complete advertising service to all departments of the Government.

### Advertising

The administration, planning, preparation, scheduling and handling of all forms of provincial government advertising and promotion were the main responsibilities of the advertising section of the Publicity Bureau. Advertising media used ranged from daily and weekly newspapers, magazines, farm papers and posters to radio, television, bill boards, exhibits, displays and direct mail.

The annual government services campaign was completed in March concluding a four month program. Designed to stimulate interest in all phases of government administration and services, based on the themes "Government Services - know them better to serve you better" and "Government Services are most effective when known and used". A special television series was produced for the first time. Weekly and daily newspapers continued to produce the most enquiries, a total of 1997 being received. The radio and television series prompted a total of 216 written enquiries.

A program of industrial development promotion was scheduled in January, February and March. Special attention to Alberta's geographical location and her abundant natural resources was made in all advertisements which appeared in a special selection of American and Canadian trade, business and financial publications.

A survey of a cross-section of coupons received from an advertisement in "Redbook" indicated a strong interest in the Mid-west to Alberta travel possibilities. This resulted in a small change in the selection of media for the annual tourist promotion advertising.

The choice of "Redbook" was a happy one for the total coupon returns were very good. Chicago and Minneapolis were added to the campaign to give a Mid-west, West and Northwest coverage for our travel advertising.

The winter program was changed and instead of winter activities,



the advertisements featured summer attractions with a request to write for further information.

All departments of the government availed themselves of the services of the advertising branch. Legal and classified advertising was extremely heavy and special campaigns of display advertising were prepared for the Department of Education, The Department of Mines and Minerals, the Department of Industries and Labour, and the Department of Agriculture.

#### Exhibits and Displays

Two fairs of major importance were attended by staff of the branch. The display was the same one, with modifications, used at the Chicagoland Fair in 1957. The first 1958 showing was at the British Columbia International Trade Fair in May in Vancouver. Industrial Development and opportunities were featured, with Alberta-made products highlighting the display. A section on an Alberta vacation proved interesting to many of the more than 150,000 who attended the fair.

The California State Fair and Exposition was the second show place for our Alberta display. The theme was travel and Alberta's many attractions were featured. A special section of this display exhibited handicrafts which proved extremely interesting to many Californian visitors. The official attendance at the California State Fair, August 27th to September 7th, was 817,002.

Nearly three tons of Alberta literature was distributed at these two fairs.

The Alberta display was altered again late in the year for use at The Royal Winter Fair, Toronto. Travel and agriculture highlighted the display with the main effort concentrated on Alberta winners at The Royal. Close to a ton of literature was distributed.

The display window at Fort Macleod was effectively used to draw attention to Alberta campsites and picnic tables. The central window featured a realistic camping scene while Alberta handicrafts were displayed in the east window. A large map with illustrations of several Alberta attractions was displayed in the west window.

The advertising office was responsible for setting-up a historical display in the Fort Macleod Museum. This was done with the help of

several historical pieces from the Brown Collection.

Rotunda showcases were changed regularly and at the close of the year the West display case was modernized. New tinted pictures were prepared for both cases with special back-lighting which proved an effective way to illustrate Alberta scenics.

The advertising office worked closely with the Directors of Travel and Industrial Development to provide effective exhibits at Travel Shows, Fairs and Exhibitions in the United States and Canada.

#### Road Signs

Six Industrial Signs were completed during the year to bring the total to 28. Five new historical signs will be completed before the end of March to bring the historical sign total to 26.

#### Miscellaneous

The program of recording the voices of Alberta Pioneers and Old Timers continued throughout the year. A special effort was made to record voices during Stampede Week in Calgary and at the Exhibition in Edmonton. Completed tapes have been turned over to the Provincial Archives.

The director served on the following committees:

The Advisory Committee on Advertising

The Industrial Development Board

The Alberta Regional Drama Festival.

The International Collegiate Ski Meet Committee is under the chairmanship of the Director of Advertising. In February 1958 close to 100 University students from Canada and the United States met in Banff in annual competition.

The director attended Fairs in Vancouver, British Columbia, and Sacramento, California, as a representative of the Province of Alberta.

The Advertising office was moved at the close of the year to room 502 and is now more closely tied in with the Publicity Bureau.



## PUBLICATIONS BRANCH

During the past year, the Publications Branch has given assistance to all departments of the government not only in the design and printing of special publicity material but especially in the proper dissemination of information designed to assist in publicising and promoting undertakings of the various departments.

The Publications Branch is responsible for:

1. The preparation and distribution of government news releases to all media;
2. Design, editing and publication of special publicity material;
3. Writing and illustration of special articles on Alberta to meet requests from all sources;
4. Providing assistance of all types to news and feature media as they develop their own stories about Alberta;
5. The operation and administration of the Clipping Service and the Mailing Room operated by the Department for the benefit of all government services.

### REGULAR PUBLICATIONS

On a monthly basis, the branch publishes the government publication "Within Our Borders", distributed to 33,000 readers throughout Alberta. Within Our Borders endeavors to keep Albertans informed of governmental activities within the Province.

Quarterly, the branch publishes the "Industrial Newsletter", on behalf of the Industrial Development Branch. This publication is designed to acquaint a select list of readers with the economic advances within Alberta from the standpoint of new industries and new industrial processes and to encourage establishment of new businesses here. The publication has been doubled in size to eight pages, to keep pace with Alberta's growth.

### NEWS RELEASES

The Publications Branch prepares and distributes news releases for all departments of the government. These are prepared either at the request of the department concerned or at the suggestion of this branch, that the people may be kept informed of governmental activities. The 269 news releases distributed in 1958 was almost double the total issued

in 1957, made up of 241 general releases and 28 special features.

News releases have been limited to material of definite news value and as a consequence show a high rate of usage. Wherever possible, releases were accompanied by illustrations in either picture, mat or engraving form. The branch has distributed more than 2500 plastic engravings and more than 600 pictures with news and feature material.

The branch makes a point of maintaining a close and working liaison with press, radio and television personnel and free lance writers, to assist them in their presentation of material on Alberta.

#### SPECIAL PUBLICATIONS

The Publications Branch has a continuing program of preparation of special publications for its own department's branches such as Travel, Industry and Recreation. It has also undertaken preparation of material for other departments including: a booklet on the Belmont Centre for the Attorney General's Department; pamphlets on nurse recruitment for the Department of Health; Jubilee Auditoriums Brochures for the Department of Economic Affairs; assistance in preparation of material for a New York Times supplement; preparation of a booklet for the Department of Highways in its submission to the International Highway Commission; and other similar projects.

The branch is responsible for the continuing program of printing economic survey books on behalf of Alberta's towns and villages, as part of the promotional campaign of the Industrial Development Branch.

#### MISCELLANEOUS

The branch was responsible for distribution of engravings and pictures to local media on the Royal Winter Fair, encouraging provincial participation; joining with the Fire Commissioner's Office in promoting national Fire Prevention Week; publicised and promoted the Buy Alberta conference this past year; took an active part in planning for, and helping direct, the publicity by the University of Alberta in connection with the Learned Society's annual meeting here; the branch planned publicity arrangements announcing Civil Defence's new mobile transmitter units; and joined in the efforts of other departments to publicise the activities of their respective branches.



The Publications Branch is responsible for the promotion of "Birds of Alberta", printing of which was arranged by the Department.

#### OTHER SERVICES

The branch maintains a biographical file of all senior government officials for prompt service to the press and public, and likewise answers many enquiries from the public at large on various matters. It handled 1608 information requests during the year.

The branch prepared material for such specialized publications as the Encyclopedia Americana, the Canadian Year Book, and others and compiles data for speeches and messages.

#### COMMITTEES

The director served as member of the Advisory Committee on Advertising for the government; continued as member of the Alberta government "Don't Drown" Water Safety committee, and serves on the "Buy Alberta" steering committee.

#### CLIPPING SERVICE

More than 22,000 news items were clipped from the scores of publications received by the department's Clipping Bureau. This material was classified and filed after inspection by the department concerned. The staff of two have done a splendid job in making quickly available material sought by government officers.

#### MAILING ROOM

A staff of three is annually processing thousands of pieces of literature for this department and others. The mailing room is equipped with two addressographs and an address label cutter. Filing cabinets contain more than 40,000 different stencils, separated to meet the demands of the different mailings. These include the Dairy Branch, Radio and Information Branch, and the Civil Defence Branch for the Department of Agriculture; the Legislative Assembly; the office of the Lieutenant Governor; and the various branches of the Department of Economic Affairs.

## PUBLIC RELATIONS OFFICE

The past year has been one of activity in Public Relations.

Due to an increase in hotel accommodations together with accommodation afforded by the Jubilee Auditoriums, there has been an increase in the number of conventions held in the Province of Alberta. This office participated in a large number of these conventions both national and international in scope. The Governments participation in these meetings was by way of hospitality in the form of luncheons or dinners, or by grants to assist in defraying costs incidental thereto. Often the Public Relations Officer was called upon to fulfill speaking assignments at conventions and meetings, or asked to distribute literature at the various functions. The new menu covers provided by the Publications Branch have proven to be very popular and have been greatly in demand both at Government functions and as mailing pieces.

The Province was visited during the year by dignitaries from other countries and from other parts of Canada, and it was the responsibility of this office to assist in extending a welcome on behalf of the Government. The visit of Her Royal Highness Princess Margaret was a very important event during the year and attention to the many details incidental to such a visit greatly increased the activity of this office.

In addition to the ordinary duties the Public Relations Officer is a member of the Advisory Committee on advertising, also a member of the committee dealing with the arrangements for the forthcoming convention in Alberta of the Canadian Tourist Association. The distribution of informative literature and the answering of specific questions relative to the operation of departments of Government was the responsibility of the Public Relations Officer and resulted in a considerable increase in the volume of work.

The operation of the government information telephone service is an important responsibility of this branch. This service is steadily increasing in activity and popularity.



## SOUTHERN AREA OFFICE

### DISTRIBUTION OF OFFICE RECEPTION:

|                               |                                      |
|-------------------------------|--------------------------------------|
| Miscellaneous -- 1,473        | Cultural Activities -- 1             |
| Employment -- 711             | Edmonton Visitors -- 47              |
| Immigration -- 12             | Technical Information Service -- 30  |
| Film Branch -- 52             | Canadian Rockies Tourist Assn. -- 80 |
| Public Relations -- 358       | Glenbow Foundation -- 238            |
| Total Reception: 3,001 People |                                      |

### BOARD ROOM:

Room 302, 134 Eighth Avenue S. E., Calgary, is available to any governmental department for meetings upon either written or telephoned request. It was booked for this purpose 109 times in 1958.

### CORRESPONDENCE:

The Southern Area Office handled 2,901 pieces of incoming mail, and 4,770 pieces of outgoing mail during 1958.

### MILEAGE:

During 1958 5,099 miles were covered in Alberta by Mr. Dall in the course of distribution of travel literature.

### TRAVEL BUREAU:

#### (a) Distribution of Literature

During 1958 a stepped-up program was instituted to stimulate travel to Alberta. Distribution of travel literature covered approximately 4,000 selected agencies. Of this number a very large percentage requested additional supplies, which appeared to be an indication of additional interest in travel to Alberta.

Distribution of travel literature has been broken down into three phases:

1. to important agencies who are continually requesting additional supplies;
2. very active agencies where basic requirements are sufficient;
3. agencies where only small requirements are requested.

A further distribution can be instituted at any time to cover a supplementary list of over 2,500 agencies. This supplementary list can be used for saturation purposes of any State or Province.

The promotion of the Trans-Canada Highway--started two years ago--covering the Western Provinces means our travel literature can now

be obtained at hundreds of agencies from Vancouver to Winnipeg.

Travel literature distribution in Ontario and Quebec was considerably stepped up due to the heavy demand, and border crossings are now covered up to thirty miles on each side.

All principal north-south highways in the United States leading to Alberta and Kingsgate, B.C. are well supplied with come-on literature.

Every effort was made to place our literature at points where it would be required. (See map for North American coverage)

During 1958 347,754 pieces of literature were distributed from this office representing 14,691 packages by mail, and 446 cartons.

All agencies are card-indexed and an accurate record kept for all individual shipments.

(b) Tourist Accommodation Classification:

Mr. D. D. Dall has been appointed the provincial motel grading and classification officer, effective January 1st, 1959.

IMMIGRATION:

There was very little activity during the year insofar as immigration is concerned. All immigrants who did arrive through Alberta House were processed and employment and accommodation found in several instances.

FILMS:

During the year there appeared to be increased activity insofar as our film library is concerned, where demands were very great.

On many occasions our projector and equipment was loaned out to various government departments.

CULTURAL ACTIVITIES:

Assistance was rendered to the Co-ordinator of Cultural Activities and his staff in the organization of two art exhibits; one to East Central Alberta and the other in the Southern Alberta area; and on other occasions as requested.

PUBLIC RELATIONS:

The Southern Area Supervisor gave assistance to visiting British industrialists at the request of the Agent General in London. Several of these people were met at the train or airport and conveyed to their hotels; in some instances trips through the surrounding district were arranged and carried out.

Mr. Webster also made several tours of the teletype circuit to give advice and assistance to CRTA as required. He also assisted the Supervisor of Music by touring the southern area in an effort to establish local bands.



## ALBERTA TRAVEL BUREAU

### GENERAL

A greater number of visitors than ever before spent vacations in Alberta during 1958 and, despite a decrease in per capita spending, also spent more than in 1957. According to customs reports, registrations at national parks gates and preliminary figures on train, bus and airline volume, in 1958 2,272,887 visitors spent an estimated \$62,481,324.00 in Alberta as compared with 1957 totals of 2,095,973 visitors who spent an estimated \$61,869,829.00. Fewer visitors entered Alberta through customs points on the Montana border but much larger numbers registered at national parks gates. The increase was due principally to Canadian cars from other provinces although there was an encouraging increase of American cars also.

Distribution of literature increased slightly and there was an encouraging increase in the volume of tourist accommodation as well as in total registration at information bureaus. There was a marked increase in the number of campers and there was a strong trend toward economy buying. Visitors spend more on food and clothing but much less on souvenirs and luxury items. This trend was noted also in restaurants and motels where the demand was for cheaper meals and less expensive accommodation.

However, the visitors registered fewer complaints about accommodation and roadside services. Most of those who returned written complaints found fault with road conditions through construction projects in the national parks but praised Alberta's main highways and, especially, the Trans-Canada Highway.

The Alberta Travel Bureau continued its program of promotional advertising, conducted a tourist courtesy campaign, participated actively in the work of the Canadian Tourist Association, and the Federal-Provincial Tourist Conference, shared equally in the co-operative effort with the British Columbia Travel Bureau to maintain permanent staff on contact work in the western states, conferred with government officials from the three other western provinces on accommodation administration, maintained display and information booths at three travel shows in the United States and at the Royal Winter Fair in Toronto, published several

brochures and other promotional literature and distributed a larger volume of it than in any previous year, co-operated with the Canadian Rockies Tourist Association in providing teletype and telephone accommodation reservation services for tourists, maintaining a permanent reception centre at Fort Macleod and mobile information units at St. Mary's Junction Mont. and at Deep Creek Idaho, classified all motel accommodation under the star rating system, maintained close liaison with motel operators and sent representatives to the annual convention of the Alberta Motel and Resort Association, attended the annual meeting of the Alberta Outfitters' Association and rendered a wide range of services to visiting anglers and hunters in addition to visiting tourists.

#### VOLUME AND VALUE OF TRAFFIC

The report of the Alberta Travel Bureau on the volume and value of Alberta's traffic is based upon the reported registrations at National Parks' gates, and customs ports of entry on the Alberta-Montana border plus reports from air and bus lines, the Dominion Bureau of Statistics, motel, hotel, restaurant and service station operators and from tourists themselves. The base upon which the calculations, especially, on the value of the traffic, are made was established twenty years ago. The results of these calculations, therefore, can be taken only as a measure of increases or decreases from year to year. A tourist does not get into the count unless he visits a national park or enters Alberta from Montana by automobile. Rail traffic is based upon estimated unloadings at Banff, Lake Louise and Jasper only and then only for the period from May 1st to September 30th. There is no tabulation of traffic into Alberta by car or rail from Saskatchewan or from British Columbia if the car traffic comes via the Crowsnest Pass or from Dawson Creek (Alaska Highway). There is no tabulation of either volume or value of traffic into any Alberta city through traffic surveys where conducted on highways leading to both Calgary and Edmonton in 1958. Results have not yet been tabulated.

Through the kind co-operation of the superintendents of the various national parks, it has been possible to tabulate and segregate in detail figures on traffic into these parks. Included are the counts at gates located at Waterton Lakes, Banff, Kootenay, Yoho and Jasper. The

counts at Kootenay and Yoho are included because they are western entrances to the Banff and Lake Louise regions. The count at Elk Island is received but not included because there is very little overnight traffic there and because most of the traffic is purely local. It is, however, interesting to note that in the period May 1st to Sept. 30th, 1958, a total of 4,251 American cars registered at Elk Island Park.

The following is the tabulation of cars entering the various mountain national parks during the calendar year:

|      | U.S. Cars | Alta. Cars | From other<br>Provinces | Total<br>Persons |
|------|-----------|------------|-------------------------|------------------|
| 1957 | 73,201    | 352,991    | 115,298                 | 1,718,342        |
| 1958 | 74,973    | 425,679    | 142,393                 | 1,912,525        |

#### ADVERTISING

The Travel Bureau spent approximately \$34,000.00 on promotional advertising during 1958. This included \$3,000 for a tourist courtesy campaign in Alberta to alert Albertans to the importance of treating visitors courteously and giving them the highest possible standards of service. The remainder was spent in nationally circulated magazines, notably National Geographic, Sunset and Red Book and several leading dailies especially in the Pacific Northwest states and Minnesota.

#### ENQUIRIES RECEIVED

Advertising, combined with promotional efforts at travel shows and through Alberta's field representative in the western states brought 41,631 enquiries for information from thirty-two countries other than the United States and Canada as compared with a total of 35,595 enquiries in 1957. Most of these enquiries were answered by form letters which accompanied packages of literature but a total of 5,660 enquiries required replies which were dictated.

#### LITERATURE DISTRIBUTION

A total of 790,653 pieces of literature were distributed in 1958 as compared with 788,800 pieces in 1957. The distribution in 1958 included 200,363 official road maps, 63,495 A.B.C. road maps, 91,673 accommodation booklets, 105,893 illustrated booklets, 170,500 coupon folders, 25,782 This Is Alberta brochures, and various numbers of many other lesser publications including hunting and fishing regulations.



Included in the total were 346,094 pieces of all types of Alberta literature shipped in bulk from the distribution centre in Calgary to more than 2,500 information bureaus, travel agencies, motor association and Chamber of Commerce offices throughout the United States and Canada. Approximately \$48,000 were spent on printing of literature and maps in 1958.

#### RECEPTION CENTRES

A permanent staff is maintained by the Alberta Travel Bureau at the Fort Macleod Information Bureau all year but the bureau is closed during severe weather during late December and through January and February when the personnel move into the town. The bureau is visited daily. During June, July and August, the staff is augmented by help hired by the Canadian Rockies Tourist Association which operates a teletype service in the bureau.

During the latter part of June and through Labour Day, the Alberta Travel Bureau maintained a mobile reception centre at St. Mary's Junction which was staffed by the C.R.T.A. and another mobile reception centre at Deep Creek Idaho which was staffed by the Travel Bureau. At the Fort Macleod Bureau there were 46,818 registrations in 1958 as compared with 53,518 in 1957. At St. Mary's total registrations for 1958 were 11,470 as compared with 12018 in 1957. Registrations at the Deep Creek bureau totalled 8,832 as compared with 10,800 in 1957.

#### ACCOMMODATION

Alberta's tourist accommodation continued to increase during 1958 when nineteen new motels with a total of 205 rental units were constructed and put into service. A number of motels also provide units for house trailers which are not included in the report on motel accommodation. At the close of 1958 there were 262 licensed motels operating 2,963 rental units of which 1,040 were classified as 4\*, 843 as 3\*, 272 as 2\*, 378 as 1\* star, 349 as 0\* and 54 units which were built too late for classification in 1958. Four new motels with a total of 118 units were also built in the national parks. The trend has been toward better standards of accommodation. Most new motels are built to meet specifications for 4\* classification and a number of units in older motels have been brought to 4\* and 3\* standards.

CO-OPERATIVE EFFORTS

Sharing the expenses equally, the Alberta Travel Bureau and the British Columbia Travel Bureau, have employed a field representative, Mr. A. R. Peers, during the past four years to promote travel to these two provinces. Mr. Peers makes his headquarters in San Francisco but covers the states of California, Oregon, Washington, Nevada, Utah, Colorado and Montana by automobile to maintain contact with information bureaus, motor associations and Chambers of Commerce to ensure that they have ample supplies of Alberta and British Columbia literature and that their staffs are supplying correct information to prospective tourists on matters pertaining to road conditions, accommodation, special events etc. He also attends travel shows in Los Angeles, San Francisco, Sacramento, San Diego and other places where either information booths or advertising displays are employed. Mr. Peers lectures on Alberta and British Columbia before service organizations, clubs, church and school groups and at conventions. He has a good supply of motion pictures in color with sound which he displays as often as possible. Mr. Peers has brought with him on trips to Alberta and British Columbia each autumn groups of three or four travel councillors from the principal west coast states. These familiarization tours have been most effective in getting the travel councillors to know more at first hand about road conditions, standards of accommodations, rates, vacation attractions etc. so that they may answer more intelligently and more accurately questions about these provinces and give correct advice about how to spend a more interesting vacation either in Alberta or British Columbia or both. As a special assignment, Mr. Peers accompanies the Musical Ride of the Royal Canadian Mounted Police in 1958 and operated information centres during its appearances at Chicago, Kansas City and San Francisco.

The co-operative effort between the Alberta and British Columbia Travel Bureaus also included the publication of promotion and information literature and participation in the Minneapolis Travel Show the expenses being shared equally.

In 1955 a co-operative effort to standardize motel accommodation classification was launched throughout the four western provinces. Each year since then, government representatives engaged in travel promotion

and administration have met to discuss mutual problems and to bring improvements in existing regulations or legislation for the benefit of motel operators as well as the travelling public. Representatives from the four western provinces met in Regina in January 1958. Alberta was represented by Mr. Dan E. C. Campbell, director of the Alberta Travel Bureau and the late Mr. W. W. Findlater who, until his death in July was a field supervisor with the bureau. At this meeting a new form for the classification of motel accommodation under the star system was devised and this form was used for the first time throughout the four western provinces in 1958. The form is so arranged that improvements may be made from time to time but the four western provinces have agreed that no changes will be made by any one province without first advising the others and that no major changes will be made without the approval of the others. This system, under which government authorities classify motel accommodation according to the nature and kind of facilities provided by the motel, has been most popular with the travelling public, has operated to improve accommodation standards and has received the approval of operator organizations, especially in Alberta.

The Alberta Travel Bureau has maintained an active membership in the Canadian Tourist Association, The Three Flags Highway Association, the 89ers Highway Association and the Henry Ford Memorial Highway Association. The three latter associations promote travel over their respective routes which extend from the Gulf of Mexico to tie in with the Alberta highway system to the Canadian Rockies and the Alaska Highway. The Canadian Tourist Association acts as a clearing house for promotion and administrative effort throughout Canada. One of its principal purposes is to improve travel conditions in Canada and, to this end, conducts a courtesy campaign throughout Canada each year. The Travel Bureau was represented at its annual convention in Quebec City during September by Mr. Ralph R. Moore, deputy minister of Economic Affairs who, for the past eleven years has served on its executive, four of them as president.

Hon. A. R. Patrick, minister of the Department of Economic Affairs represented the Alberta Travel Bureau at the Federal-Provincial Tourist Conference in Ottawa during December. This conference which



is attended by government representatives from all the provinces and from transportation companies discusses travel industry problems and devises plans for future promotion of the industry on the government level.

#### MOTION PICTURES

A new motion picture "Fishing in the Foothills Province" produced by the Film and Photographic Division of the Department of Economic Affairs for the Travel Bureau, went into circulation in 1958 to replace out-dated films in circulation especially through the National Film Board's outlets to television stations throughout Canada and the United States. Also in circulation and well received especially by television audiences are films entitles "Gift of the Glaciers" and "Skyline Trails".

## EDMONTON AUDITORIUM

### NUMBER OF PERFORMANCES - Morning, Afternoon and Evening Periods.

#### THEATRE - 240 Periods

|                          |    |                             |    |
|--------------------------|----|-----------------------------|----|
| Symphony Concerts .....  | 8  | Variety Shows.....          | 31 |
| Films.....               | 19 | Concerts.....               | 26 |
| Conventions.....         | 28 | Operas.....                 | 13 |
| Auto Shows.....          | 15 | U. of A.....                | 15 |
| Political Meetings.....  | 5  | Fashion Shows.....          | 4  |
| Choral Groups.....       | 5  | Graduations.....            | 4  |
| Church Groups.....       | 12 | Ballets.....                | 5  |
| Drama.....               | 9  | Commercial Enterprises..... | 3  |
| Rehearsals On Stage..... | 38 |                             |    |

#### SOCIAL ROOM - 203 Periods

|                    |    |                 |    |
|--------------------|----|-----------------|----|
| Meetings.....      | 15 | Receptions..... | 24 |
| Dances.....        | 14 | Recitals.....   | 8  |
| Conventions.....   | 57 | Auto Shows..... | 9  |
| Fashion Shows..... | 7  | Dinners.....    | 25 |
| Rehearsals.....    | 5  | Drama.....      | 19 |
| Luncheons.....     | 7  | U. of A.....    | 13 |

#### ASSEMBLY ROOM - 153 Periods

|                  |    |                          |    |
|------------------|----|--------------------------|----|
| Dinners.....     | 5  | Meetings.....            | 29 |
| Dances.....      | 9  | Schools.....             | 12 |
| Conventions..... | 55 | Auto Shows.....          | 9  |
| U. of A.....     | 13 | Commercial Displays..... | 14 |
| Luncheons.....   | 4  | Receptions.....          | 2  |
| Recitals.....    | 1  |                          |    |

#### BANQUET ROOM - 161 Periods

|                  |    |                  |    |
|------------------|----|------------------|----|
| Dances.....      | 8  | Luncheons.....   | 46 |
| Meetings.....    | 7  | Conferences..... | 4  |
| Dinners.....     | 17 | Recitals.....    | 2  |
| Conventions..... | 44 | Receptions.....  | 17 |
| Auto Shows.....  | 9  | Meetings.....    | 2  |
| U. of A.....     | 5  |                  |    |

#### CLUB ROOM - 243 Periods

|                            |    |                  |    |
|----------------------------|----|------------------|----|
| Royal Commission.....      | 10 | Recitals.....    | 4  |
| Meetings.....              | 73 | Receptions.....  | 13 |
| Religious Services.....    | 2  | U. of A.....     | 6  |
| Commercial Activities..... | 30 | Luncheons.....   | 9  |
| Conferences.....           | 7  | Conventions..... | 50 |
| Dances.....                | 1  | Auto Shows.....  | 9  |
| Schools.....               | 10 | Dinners.....     | 1  |
| Art Displays.....          | 18 |                  |    |

#### REHEARSAL ROOM - 85 Periods

|                        |    |                         |   |
|------------------------|----|-------------------------|---|
| Edmonton Symphony..... | 36 | Choral Groups.....      | 8 |
| Dramatic Groups.....   | 3  | Recording Sessions..... | 4 |
| Variety Shows.....     | 20 | Ballet Groups.....      | 8 |
| Opera Groups.....      | 6  |                         |   |

#### EXHIBITION AREA - 208 Periods

|                         |     |                 |    |
|-------------------------|-----|-----------------|----|
| Art Exhibits.....       | 158 | Auto Shows..... | 11 |
| Political Meetings..... | 1   | Dinners.....    | 4  |
| Alberta Craft.....      | 18  | Receptions..... | 1  |
| Conventions.....        | 15  |                 |    |

NUMBERS ATTENDING PERFORMANCES - 336,834

|                      |           |                        |
|----------------------|-----------|------------------------|
| Theatre.....240      | Functions | Attendance.....274,879 |
| Social Room.....203  | "         | " ..... 41,605         |
| Banquet Room.....161 | "         | " ..... 6,900          |
| Assembly Room....153 | "         | " ..... 4,220          |
| Club Room.....243    | "         | " ..... 9,230          |

CATERING SERVICES - 37,965 People Served

|                              |
|------------------------------|
| Dinners.....14,715           |
| Luncheons..... 8,370         |
| Receptions & Teas.....14,880 |

VISITORS - 57,164



CALGARY AUDITORIUM

| <u>Type of Production</u>     | <u>No. of Sessions</u> |
|-------------------------------|------------------------|
| Amatuer Productions and Plays | 47                     |
| Musical Festivals             | 15                     |
| Conventions                   | 7                      |
| Film Shows                    | 27                     |
| Religious Meetings            | 33                     |
| Public Meetings               | 5                      |
| Variety Shows                 | 13                     |
| Orchestral Concerts           | 14                     |
| Choral Concerts               | 10                     |
| Ballet                        | 4                      |
| Band Concerts                 | 4                      |
| Opera                         | 3                      |
| Graduation Exercises          | 4                      |
| Celebrity Concerts            | 12                     |
| Fashion Shows                 | 3                      |
| Musical Comedies              | 1                      |
| Car Shows                     | 5                      |
| Stage Rehearsals              | 25                     |
| Memorial Service              | 1                      |

Total number of sessions 233

SOCIAL ROOM

| <u>Type of Production</u>              | <u>No. of Sessions</u> |
|--|------------------------|
| Meetings (private)                     | 27                     |
| Musical Recitals & Concerts            | 4                      |
| Religious Meetings                     | 32                     |
| Public Meetings & Lectures             | 19                     |
| Conventions & Conferences              | 18                     |
| Christmas Parties                      | 7                      |
| Banquets and Self Catered Functions    | 22                     |
| Dances                                 | 11                     |
| Government & Royal Commission Meetings | 70                     |
| Graduation Exercises                   | 2                      |
| Fashion Shows                          | 4                      |
| Motor Shows                            | 15                     |
| Examinations                           | 14                     |

Total number of sessions 245

ASSEMBLY ROOM

| <u>Type of Production</u>                    | <u>No. of Sessions</u> |
|--|------------------------|
| Meetings (private)                           | 13                     |
| Motor Shows                                  | 16                     |
| Conventions and Conferences                  | 13                     |
| Public Meetings & Lectures                   | 6                      |
| Religious Meetings                           | 33                     |
| Musical Festivals & Recitals                 | 16                     |
| Banquets & other types of Catering Functions | 5                      |
| Government & Royal Commission Meetings       | 48                     |

Total number of sessions 150

BANQUET ROOM

| <u>Type of Production</u>         | <u>No. of Sessions</u> |
|-----------------------------------|------------------------|
| Meetings (private)                | 11                     |
| Motor Shows                       | 16                     |
| Conventions & Conferences         | 14                     |
| Religious Meetings                | 20                     |
| Banquets & Self Catered Functions | 15                     |
| Dances                            | 3                      |
| Christmas Parties                 | 2                      |
| Public Meetings                   | 6                      |
| Music Festivals & Recitals        | <u>13</u>              |

Total number of sessions 100

CLUB ROOM

| <u>Type of Production</u>              | <u>No. of Sessions</u> |
|--|------------------------|
| Meetings (private)                     | 45                     |
| Music Recitals & Festivals             | 24                     |
| Conventions & Conferences              | 13                     |
| Christmas Parties                      | 5                      |
| Religious Meetings                     | 24                     |
| Government & Royal Commission Meetings | 18                     |
| Banquets & Self Catered Functions      | 12                     |
| Public Meetings and Displays           | 22                     |
| Motor Shows                            | 16                     |
| Ballet Rehearsals                      | <u>2</u>               |

Total number of sessions 181

REHEARSAL ROOM

| <u>Type of Production</u>             | <u>No. of Sessions</u> |
|---------------------------------------|------------------------|
| Examinations                          | 14                     |
| Play Rehearsals                       | 18                     |
| Meetings (private)                    | 13                     |
| Orchestral Rehearsals                 | 10                     |
| Religious Choir Rehearsals & Services | <u>15</u>              |

Total number of sessions 70

EXHIBIT AREA

| <u>Type of Production</u> | <u>No. of Sessions</u> |
|---------------------------|------------------------|
| Art Displays              | 106                    |
| Flower Shows              | 3                      |
| Car Show                  | 15                     |
| Food Fair                 | <u>3</u>               |

Total number of sessions 127

CONCOURSE FUNCTIONS - 20

MEMBERS ATTENDING

|                |               |                            |
|----------------|---------------|----------------------------|
| Theatre        | 233 Sessions  | 235,512 in attendance      |
| Social Room    | 245 Sessions  | 34,525 in attendance       |
| Assembly Room  | 150 Sessions  | 2,600 in attendance        |
| Banquet Room   | 100 Sessions  | 2,410 in attendance        |
| Club Room      | 181 Sessions  | 8,452 in attendance        |
| Rehearsal Room | 70 Sessions   | <u>1,720</u> in attendance |
|                | Total members | 285,219                    |

TOTAL VISITORS FOR YEAR ... 56,386

CATERING

Functions Catered to by Professional caterers... 52

Number of people served... 14,627



R E P O R T

OF

THE GEOGRAPHIC BOARD OF ALBERTA

Appointed

by

ORDER IN COUNCIL 254 - 46

Dated February 6, 1946,  
and further regulated by The  
Geographical Names Act, 1949.

The Reports of the Board for the years,  
1946 to 1957 are contained in the Second to  
the Thirteenth Annual Reports of the Department  
of Economic Affairs of the Province of Alberta.

REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA

FEBRUARY 1959

The Honourable A. R. Patrick,  
Minister of Economic Affairs,  
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration  
the report of the Geographic Board of Alberta for  
the year 1958.

Respectfully submitted,

Edith H. Gostick, (signed)  
Secretary,

Morden H. Long, (signed)  
Chairman.

M E M B E R S

of the

GEOGRAPHIC BOARD OF ALBERTA 1958

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Professor Morden H. Long, M.A., F.R.S.C., Chairman.

Mrs. Edith H. Gostick, Provincial Librarian, Secretary.

Mr. John H. Holloway, M. Sc.

Mr. Duncan R. Innes, M.A.

Mr. Carl W. Lester, D.L.S., A.L.S., Director of Surveys.



REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA  
FOR THE YEAR 1958

Nature of the Board's Duties

The duties of the Geographic Board of Alberta were fully described in its Annual Report for the year 1951. In 1952 The Geographical Names Act was reworded by the Statutes Revision Committee but, as no material change was made, only a brief recapitulation of the Board's functions seems necessary in this report. They included the gathering, recording and collating, of information regarding geographical names in Alberta; consultation with and advice to governmental departments, municipalities, railway companies, and other bodies and persons concerned with the selection of place names; and collaboration with the Canadian Board on Geographical Names with respect to the choice of new geographical names, the elimination of alternative and duplicate names, and desirable changes in the spelling of names. The following is a short account of the Board's performance of these duties during the year 1958.

The Gazetteer of Alberta

Reference was made in the Report of the Board for 1957 to the appearance of successive volumes of Gazetteer of Canada. The sixth volume of the series dealing with the place names of the Province of Alberta was published during the current year by the Canadian Board on Geographical Names. In its compilation the Geographic Board of Alberta was very happy to collaborate and wishes to express its special indebtedness to Mr. C. W. Lester, Director of Surveys; Mr. H. Soley, Director of the Technical Division of the Department of Lands and Forests; Mr. J. H. Holloway, formerly Director of Surveys; Mr. G. M. Beaton, District Director of Postal Services; and Mr. B. J. Prest, for many years a member of the Surveys Branch of the Department of Highways. Mr. Prest was able to devote his time fully to the work and the faithfulness and skill with which he has dealt with a multiplicity of details is deeply appreciated.

The Gazetteer has an attractive and durable format and contains a map of the Province showing the surveyed townships and some of the principal geographical features. Copies may be obtained from the Queen's Printer, Ottawa, for \$1.25. A limited number of complementary copies which

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were kindly placed at the disposal of the Geographic Board of Alberta have been distributed to institutions and persons throughout the Province to whom they are likely to be most useful. The favorable reception which is being accorded to the volume is indicated in the following typical letters of acknowledgment.

"I have been searching for just such a volume for years. It will be of constant value to me."

J. W. Hagerman,  
Manager,  
Radio Station CKUA,  
Edmonton.

"I wish to thank you for the complimentary copy of the Alberta Section of the Gazetteer of Canada and to congratulate the government, you and any others who had a hand in the preparation of this valuable manual. It will be of great use to me."

Dr. A. L. Doucette,  
Director,  
University of Alberta at Calgary,  
Calgary.

Needless to say, the publication of the Gazetteer, after three years of work on it, and its cordial initial reception by the public is a source of gratification to the Board.

#### Revision of the "Place Names of Alberta"

It is to be regretted that considerations both of cost and urgency of publication made it impossible to include in the Gazetteer of Alberta details regarding the origin and meaning of names and other information of historical interest. It is the hope of the Alberta Board that this omission may be repaired later by the publication of a revised edition of the booklet, "Place Names of Alberta". The Secretary of the Board, Mrs. E. H. Gostick, has for some time been gathering materials for such a revision.

#### Princess Margaret Mountain

During the past summer Alberta was honoured by a visit from the sister of the Queen, Her Royal Highness Princess Margaret, and it was desired by the Government of the Province that it should be commemorated in enduring form by the conferring of her name on some geographical feature of distinction. The Alberta Board was glad to act as an



- intermed-ary with the Canadian Board on Geographical Names in securing the naming after the Princess of a beautiful peak in the Fairholme
- Range in Banff National Park. The peak is situated in Sec. 29 Tp. 25 Rge, 10 W5M and is visible to travellers on the Trans-Canada Highway from Canmore to Banff on the right side of the road. Princess Margaret Mountain will preserve the memory of a very happy occasion. It is the intention of the Government to present to the Princess a picture of her Mountain similar to that given to Sir Winston Churchill.

#### Presentation to Sir Winston Churchill

- The members of the Alberta Board are highly gratified that on their suggestion the Government of Alberta has presented to Sir Winston Churchill an aerial photograph, enlarged, coloured and handsomely framed, of a portion of the mountain range which on the Board's initiative was named after him on October 29, 1956. The range is bounded on the south
- by the Columbia Icefield, on the east by the Sunwapta River, and on the west by the Athabasca River. Peaks in the range approach 12,000 feet
  - in height and are perpetually snow-capped. Some conception of their grandeur may be gained from the reproduction of the photograph which is printed in this report.

In the presenting the picture to Sir Winston the Honourable E. C. Manning, Premier of Alberta, wrote as follows:

Edmonton, Alberta, Canada.

May 5, 1958

Rt. Hon. Sir Winston Spencer Churchill,  
K.G., P.C., O.M., C.H.,  
Chartwell,  
WESTERHAM, Kent.,  
England.

Dear Sir Winston,

- It was with the greatest pleasure that the people and government of Alberta learned that some of the most beautiful scenery within the Province is to be associated for all time with your illustrious name. Indeed it was on the urging of the Geographic Board of Alberta that the Canadian Board on Geographical Names took action in this matter. We hope that some day it may be possible for you to visit this Province and see the mountains which bear your name. In the meanwhile we shall feel honoured if you will accept the photograph which accompanies this letter and which conveys some impression of their surpassing beauty.
- -

With every good wish for your health and happiness.

I remain,

Yours most sincerely,

Ernest C. Manning,  
Premier

The pleasure of Sir Winston on receiving the gift was expressed in the following letter of acknowledgment.

28 Hyde Park Gate,

London, S.W. 7

31 May, 1958

My dear Premier:

I am indeed obliged to you for sending me such a remarkable photograph of the range of mountains named after me, on behalf of the people and the Government of Alberta. It is a source of great pleasure to me that my name should so have been honoured in your famous Province.

With good wishes,

I remain,

Yours very sincerely,

Winston S. Churchill

The Honourable Ernest C. Manning, M.L.A.

Premier of the Province of Alberta.

#### Mount Bowlen

It is a general principle of the Canadian Board on Geographical names not to name features after living persons. To this rule some distinguished exceptions are made. It was the opinion of the Board that the Honourable John J. Bowlen, Lieutenant Governor of Alberta, has served with such distinction as Her Majesty's representative in the Province and has won such widespread esteem and affection that he deserved to be made an exception to the rule. In this view the Canadian Board on Geographical Names concurred and accordingly his name was conferred on Peak 3 of the Wenkchemna Peaks which lies on the border between Banff and Kootenay National Parks. This recognition met with the warmest approval throughout the Province.

#### Other Names

| <u>NAME</u>    | <u>LOCATION</u>            | <u>POSITION</u> |
|----------------|----------------------------|-----------------|
| <u>Canyon</u>  |                            | o ' ' o '       |
| Johnston ..... | West of Sawback Range..... | 51 15 115 50    |
| Sundance ..... | S. W. of Banff .....       | 51 09 115 37    |

| <u>NAME</u>      | <u>LOCATION</u>  | <u>POSITION</u> |
|------------------|--|-----------------|
| <u>Creek</u>     |  | o ' o '         |
| Bank .....       | Flows E. into Goat Cr. 58-13-W6 .....                    | 54 02 119 47    |
| Bear .....       | Flows N.E. into Goat Cr. 58-13-W6 .....                  | 53 59 119 50    |
| Cairnes .....    | Flows N. Into Bow R. 13-24-10-W5 .....                   | 51 02 115 16    |
| Camp .....       | Flows E. into Shoal L. 61-4-W5 .....                     | 54 17 114 28    |
| Canmore .....    | Flows E. into Bow River 29-24-10-W5 .....                | 51 05 115 22    |
| Chicadee .....   | Flows SE into Athabasca R. 60-13-W5 .....                | 54 11 115 56    |
| Clearwater ..... | Flows E. into Athabasca R. 9-63-4-W5 .....               | 54 25 114 31    |
| Cucumber .....   | Flows E. into N. Saskatchewan River .. 11-57-14-W4 ..... | 53 55 111 59    |
| Echo .....       | Flows S into Bow River 25-12-W5 .....                    | 51 11 115 35    |
| Fall .....       | Flows NE into Stewart Creek .. 15-24-10-W5 .....         | 51 02 115 18    |
| Falls .....      | Flows NW into Goat Cr. 59-12-W6 .....                    | 54 05 119 41    |
| Famm .....       | Flows SE into Sheep Cr. 56-11-W6 .....                   | 53 51 119 35    |
| Font .....       | Flows N into Castle R. ....                              | 49 13 114 12    |
| Freeman .....    | Flows SE into Freeman R. 64-10-W5 .....                  | 54 34 115 25    |
| Gardiner .....   | Flows NE into Carbondale R. 34-5-4-W5 .....              | 49 26 114 27    |
| Glacier .....    | Flows NE into Goat Cr. 58-13-W6 .....                    | 53 59 119 52    |
| Goat .....       | Flows SE into Link Cr. 28-6-4-W5 .....                   | 49 30 114 30    |
| Goat .....       | Flows NE into Kakwa R. 59-12-W6 .....                    | 54 05 119 41    |
| Goldsmith .....  | Flows N into Driftpile R. 69-12-W5 .....                 | 54 57 115 45    |
| Grizzly .....    | Flows N into Castle R. ....                              | 49 20 114 20    |
| Groat .....      | Flows NE into McLeod R. 22-58-13-W5 .....                | 54 02 115 50    |
| Henry .....      | Flows NE into Swan R. 69-9-W5 .....                      | 54 58 115 18    |
| Judy .....       | Flows NE into Freeman R. 64-10-W5 .....                  | 54 33 115 23    |
| Lost .....       | Flows SE into Carbondale R. 35-5-4-W5 .....              | 49 26 114 27    |
| Marsh .....      | Flows N into Bow River 13-24-10-W5 .....                 | 51 02 115 16    |
| Mink .....       | Flows NE into Athabasca R. 32-59-10-W5 .....             | 54 09 115 27    |
| Muse Cache ..... | Flows SE into Kakwa R. 59-13-W6 .....                    | 54 07 119 53    |
| Mud .....        | Flows NE into Akuiinu R. 65-3-W5 .....                   | 54 40 114 25    |
| Murray .....     | Flows NE into Sutherland Cr. .. 69-11-W5 .....           | 54 57 115 32    |
| Narrow .....     | Flows NE into Trench Cr 57-13-W6 .....                   | 53 58 119 48    |
| North Lost.....  | Flows SE into Lost Cr. 4-6-4-W5 .....                    | 49 27 114 30    |
| Outlet .....     | Flows NE into Iosegun R. 64-19-W5 .....                  | 54 33 116 47    |
| Peno .....       | N. of Lamont .. 10-58-18-W4..                            | 54 00 112 35    |
| Policeman .....  | Flows S into Bow R 28-24-10-W5 .....                     | 51 04 115 20    |



| <u>NAME</u>         | <u>LOCATION</u>                                | <u>POSITION</u> |
|---------------------|--|-----------------|
|                     |  | 0 1 0 1         |
| Putzy .....         | Flows NW into Goat Cr.<br>58-13-W6 .....       | 54 01 119 47    |
| Rainbow .....       | Flows S into Clearwater R....                  | 56 40 111 06    |
| Sarah .....         | Flows SE into Freeman R.<br>64-9-W5 .....      | 54 33 115 56    |
| Smith .....         | Flows N into Bow River<br>14-24-10-W5 .....    | 51 02 115 17    |
| South Drywood ..... | Flows N into Drywood Cr<br>4-1-W5 .....        | 49 16 114 06    |
| South Lost .....    | Flows NE into Lost Creek<br>4-6-4-W5 .....     | 49 27 114 30    |
| Spionkop .....      | Flows E into Yarrow Cr.<br>3-30-W4 .....       | 49 15 113 57    |
| Stebbing .....      | Flows W into Sidney Cr.<br>68-14-W5 .....      | 54 56 116 01    |
| Stewart .....       | Flows N into Bow R.<br>14-24-10-W5 .....       | 51 03 115 18    |
| Stinking .....      | Flows N into South Torrens R<br>60-13-W6 ..... | 54 13 119 52    |
| Stones Canyon ..... | Flows N. into Canmore Cr.<br>30-24-10-W5 ..... | 51 05 115 23    |
| Stony .....         | Flows N into Athabasca R<br>60-14-W5 .....     | 54 10 115 59    |
| Suicide .....       | Flows E into Scarpe Cr.<br>7-5-3-W5 .....      | 49 22 114 23    |
| Sunshine .....      | Flows N into Healy Cr.....                     | 51 07 115 46    |
| Sutherland .....    | Flows N into Inverness R<br>69-10-W5 .....     | 55 01 115 31    |
| Three Sisters ..... | Flows N into Bow R.<br>21-24-10-W5 .....       | 51 04 115 20    |
| Trench .....        | Flows NW into Goat Cr.<br>58-13-W5 .....       | 53 59 119 49    |

Falls

|                   |                               |              |
|-------------------|-------------------------------|--------------|
| Lower Spray ..... | On Pigeon Cr. 7-24-9-W5 ..... | 51 02 115 15 |
| Upper Spray ..... | On Pigeon Cr. 7-24-9-W5 ..... | 51 02 115 15 |

Hamlet

|                              |   |              |
|------------------------------|---|--------------|
| Bison Lake .....             | On East shore of Bison L.<br>94-14-W5 ..... | 57 11 116 08 |
| Fitzgerald .....             | N.W. of Lake Athabasca .....                | 59 51 111 36 |
| Fox Creek(I begun Lake P.O.) | S. of Iosegun L.<br>6-19-W5 .....           | 54 24 116 48 |
| Little Smoky .....           | NW of Iosegun L.<br>66-21-22-W5 .....       | 54 45 117 11 |
| Lubicon Lake .....           | On E shore of Lubicon L.....                | 56 23 115 52 |
| Peerless Lake .....          | On E shore of Peerless L.....               | 56 40 114 34 |

Island

|                 |                              |              |
|-----------------|------------------------------|--------------|
| Five Mile ..... | Athabasca R. ..60-8-W5 ..... | 54 11 115 07 |
| Lemon .....     | Slave R.....                 | 59 42 111 31 |

Lake

|                 |   |              |
|-----------------|---|--------------|
| Archie .....    | SW of Roche L... 66-8-W5.....           | 54 41 115 04 |
| Bailey .....    | W of Andrew L.....                      | 59 57 110 09 |
| Barrow .....    | NW of Lake Athabasca .....              | 59 15 111 13 |
| Base Line ..... | SW of Two Lakes..60-13-W6.....          | 54 14 119 51 |
| Bear .....      | SW of Fort Assiniboine<br>60-6-W5 ..... | 54 13 114 53 |

## GEOGRAPHIC BOARD

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| <u>NAME</u>          | <u>LOCATION</u>                           | <u>POSITION</u> |
|----------------------|---|-----------------|
| Beaver Mines .....   | SW of Beaver Mines<br>11-5-3-W5.....      | 49 22 114 18    |
| Bisset .....         | NW of Chisholm.. 68-2-W5.....             | 54 56 114 13    |
| Black Rock .....     | E of Isabelle Pk.<br>25-14-W5 .....       | 51 07 115 55    |
| Bovin .....          | NW of Loaf Mtn.....                       | 49 13 114 08    |
| Bruce .....          | NW of Chisholm .. 69-2-W5.....            | 54 57 114 14    |
| Camsell .....        | W of Andrew L.....                        | 59 54 110 12    |
| Carroll .....        | NE of Whitecourt.. 62-9-W5...             | 54 24 115 20    |
| Carrot .....         | NE of Chipewyan L.....                    | 56 58 113 24    |
| Chipewyan.....       | SW of Birch Mountains.....                | 56 57 113 27    |
| Cinderella .....     | W of Andrew L.....                        | 59 53 110 10    |
| Clear .....          | S of Fort Assiniboine<br>60-6-W5.....     | 54 14 114 47    |
| Crooked .....        | NW of Sylvan L..40-2-W5.....              | 52 29 114 14    |
| Daly .....           | SW of Andrew L.....                       | 59 37 110 50    |
| Darwin .....         | NW of Lake Athabasca.....                 | 59 18 111 01    |
| Disappointment ..... | NW of Lake Athabasca.....                 | 59 25 110 47    |
| Dolberg.....         | NW of Thunder L... 60-7-8-W5.             | 54 10 115 03    |
| Doze.....            | E. of Andrew L.....                       | 59 52 110 00    |
| Dumbell.....         | NW of Andrew L.....                       | 59 58 110 13    |
| Edith .....          | E of Swan Hills..67-10-W5.....            | 54 48 115 23    |
| Ethel.....           | S of Buck L...30-55-6-W5.....             | 53 47 114 52    |
| Erickson.....        | N of Fort Assiniboine<br>63-64-6-W5.....  | 54 30 114 46    |
| Fish.....            | NE of Whitecourt.<br>60-9-W5.....         | 54 12 115 15    |
| Flagon.....          | E of Andrew L.....                        | 59 53 110 00    |
| Freeman.....         | SE of Swan Hills<br>66-11-W5.....         | 54 42 115 32    |
| Geikie.....          | W of Andrew L.....                        | 59 53 110 12    |
| Goldschmidt.....     | W of Andrew L.....                        | 59 53 110 45    |
| Goodridge.....       | NE of Shoal L..63-2-W5.....               | 54 26 114 14    |
| Goodwin.....         | SW of Whitecourt<br>8-59-13-W5.....       | 54 05 115 54    |
| Harker.....          | NW of Andrew L.....                       | 59 59 110 14    |
| Hatcher .....        | NW of Chisholm<br>67-3-W5.....            | 54 51 114 25    |
| Henson.....          | W of Andrew L.....                        | 59 56 110 13    |
| Holmes.....          | W of Andrew L.....                        | 59 53 110 13    |
| Hortberg.....        | E of Andrew L.....                        | 59 55 110 02    |
| Horne.....           | SW of Whitecourt<br>35-58-13-W5 .....     | 54 04 115 50    |
| Hutton .....         | W of Andrew L.....                        | 59 52 110 11    |
| Inkster.....         | E of Andrew L.....                        | 59 54 110 00    |
| Island .....         | SE of Lake Louise.....                    | 51 24 116 07    |
| Jane.....            | NW of Roche L..68-8-W5.....               | 54 53 115 06    |
| Jessie.....          | E of Swan Hills..68-7-W5.....             | 54 53 114 58    |
| Kathryn.....         | E of Swan Hills..66-6-7-W5...             | 54 44 114 55    |
| Krause.....          | SE of Swan Hills..66-10-W5....            | 54 41 115 26    |
| Lindgren.....        | NW of Andrew L.....                       | 59 59 110 13    |
| Lone.....            | SW of Lone Mtn.....                       | 49 05 114 08    |
| Lost.....            | NW of Lake Louise.....                    | 51 28 116 16    |
| Lost.....            | NE of Twin Lakes.....                     | 49 09 114 09    |
| Lost.....            | NW of Ruby Lake.....                      | 49 15 114 20    |
| MacIntosh.....       | SW of Fort Assiniboine<br>30-61-7-W5..... | 54 18 115 02    |
| Mud.....             | SW of Fort Assiniboine<br>59-8-W5.....    | 54 09 115 03    |
| Murchison.....       | W of Andrew L.....                        | 59 55 110 14    |
| Neville .....        | SE of Shoal L...60-3-W5.....              | 54 10 114 20    |
| Niggli.....          | E of Andrew L.....                        | 59 53 110 02    |
| Noel.....            | N of Fort Assiniboine<br>62-7-W5.....     | 54 21 115 03    |
| Parting.....         | SW of Shoal L...58-6-W5.....              | 54 02 114 49    |
| Partridge.....       | NE of Shoal L...3-63-2-W5....             | 54 25 114 13    |

| <u>NAME</u>            | <u>LOCATION</u>                                 | <u>POSITION</u> |
|------------------------|---|-----------------|
|                        |   | o ' o           |
| Peno.....              | N of Lamont<br>Sec. 13, 14, 15-57-19-W4.....    | 53 56 112 43    |
| Plunger.....           | SW of Fort Assiniboine<br>60-6-W5.....          | 54 13 114 50    |
| Pythagoras.....        | NW of Andrew L.....                             | 59 59 110 13    |
| Reesor.....            | In Cypress Hills Prov.<br>Park...20-8-1-W4..... | 49 40 110 06    |
| Rowan.....             | NW of McLeod River (Station).                   | 53 29 116 38    |
| Ruby.....              | Source of Grizzly Creek.....                    | 49 14 114 19    |
| Rutledge.....          | W of Andrew L.....                              | 59 50 110 13    |
| Sarah.....             | SE of Edith L.<br>65-10-W5.....                 | 54 39 115 23    |
| Sederholm.....         | E of Andrew L.....                              | 59 50 110 05    |
| Skaro.....             | N. of Lamont.<br>Sec. 23,24-57-19-W4.....       | 53 56 112 42    |
| Southford (Lakes)..... | N of Barnaby Ridge.....                         | 49 20 114 23    |
| Split (Lakes).....     | W of Andrew L.....                              | 59 53 110 13    |
| Spur.....              | W of Andrew L.....                              | 59 57 110 12    |
| Sunwapta.....          | SW of Brazeau L.<br>37-23-W5.....               | 52 13 117 14    |
| Swinmerton.....        | W of Andrew L.....                              | 59 57 110 13    |
| Tea (Lakes).....       | E of Swan Hills<br>67-7-W5.....                 | 54 47 115 01    |
| Tilted.....            | SE of Baker L.....                              | 51 29 116 01    |
| Trappers.....          | SW of Shoal L.<br>58-6-W5.....                  | 54 01 114 46    |
| Twin (Lakes).....      | SW of Shoal L.<br>58,59-6-W5.....               | 54 04 114 47    |
| Twin (Lakes).....      | Source of Baverman Brook.....                   | 49 08 114 00    |
| Wells.....             | NW of Andrew L.....                             | 60 00 110 13    |
| William Smith.....     | W of Andrew L.....                              | 59 53 110 11    |

Locality

|                      |  |              |
|----------------------|--|--------------|
| Keg River Cabin..... | SE of Keg River<br>12-101-23-W5.....     | 57 45 117 37 |
| Spruceview.....      | N of Dickson<br>11,12,13,14-36-3-W5..... | 52 05 114 19 |

Mountain

|                             |  |              |
|-----------------------------|--|--------------|
| (Mount) Bowlen.....         | S of Moraine L. Bow Range....                    | 51 18 116 11 |
| Eagle.....                  | W of Sundance Range<br>24,25-13-W5.....          | 51 06 115 45 |
| (Mount) Fifi.....           | Sawback Range<br>26-13-W5.....                   | 51 13 115 41 |
| (Mount) Howard Douglas..... | W of Sundance Range,<br>24-13-W5.....            | 51 05 115 44 |
| Princess Margaret.....      | E of Banff Fairholme<br>Range...29-25-10-W5..... | 51 10 115 22 |
| North Castle.....           | SW of Mt. Gladstone.....                         | 49 18 114 15 |
| Phantom Crag.....           | SW of Black Rock Mountain....                    | 51 18 115 11 |
| Southfork.....              | Barnaby Ridge.....                               | 49 20 114 23 |
| West Castle.....            | SE of Barnaby Ridge.....                         | 49 17 114 19 |
| Whistler.....               | NW of Mt. Gladstone.....                         | 49 20 114 17 |

Pass

|                       |                                      |              |
|-----------------------|--------------------------------------|--------------|
| Boulder.....          | NW of Ptarmigan L.....               | 51 29 116 05 |
| Copton.....           | W of Grande Cache L.<br>57-11-6..... | 53 57 119 35 |
| Deception.....        | N. of Ptarmigan L.....               | 51 30 116 04 |
| Gibbon.....           | N of Shadow L.....                   | 51 11 115 58 |
| North Kananaskis..... | On Alta-B.C. Bdg.....                | 50 42 115 18 |



## GEOGRAPHIC BOARD

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| <u>NAME</u>                | <u>LOCATION</u>                            | <u>POSITION</u><br>0 1 0 |
|----------------------------|--|--------------------------|
| <u>Point</u>               |  |                          |
| Lapworth.....              | N shore of Lake Athabasca.....             | 59 07 110 30             |
| Military.....              | N shore of Cooking Lake... 52-21-W4.....   | 53 28 112 58             |
| <u>Post Office</u>         |  |                          |
| Bow City.....              | SW of Brooks 14-17-17-W4.....              | 50 26 112 14             |
| Lone Pine.....             | SW of Fort Assiniboine 27-61-8-W5.....     | 54 18 115 07             |
| <u>Ridge</u>               |  |                          |
| Sunkist.....               | On Alta-B.C. Bdy.....                      | 49 11 114 21             |
| Victoria.....              | NW of Bovin L.....                         | 49 14 114 10             |
| Wind .....                 | SE of Canmore 2-24-10-W5.....              | 51 01 115 18             |
| Windsor.....               | NW of Waterton Lakes.....                  | 49 17 114 13             |
| <u>River</u>               |  |                          |
| Freeman.....               | Flows SE into Athabasca R....61-6-W5.....  | 54 19 114 47             |
| Morse.....                 | Flows SE into Freeman River.. 63-8-W5..... | 54 30 115 04             |
| West Castle.....           | Flows NE into Castle River..               | 49 23 114 21             |
| <u>Station</u>             |  |                          |
| Kathleen.....              | W of Winagami L 35-76-19-W5.....           | 55 37 116 50             |
| Lombell.....               | SE of Whitecourt 59-9-W5.....              | 54 05 115 18             |
| Oke.....                   | NE of Coalspur 27-49-21-W5.....            | 53 16 116 59             |
| Tieland.....               | NE of Fort Assiniboine 14-67-2-W5.....     | 54 45 114 11             |
| <u>Miscellaneous Names</u> |  |                          |
| Paradise Basin.....        | W. of Grande Cache L. 57-11-W6.....        | 53 56 119 37             |
| Syncline Brook.....        | Flows NE into West Castle River.....       | 49 21 114 25             |
| Brewster Rock Cliff.....   | W. of Sundance Range.....                  | 51 04 115 45             |
| Dead Man Flat.....         | SE of Canmore 13-24-10-W5.....             | 51 02 115 17             |
| Goats Eye Hole.....        | W of Sundance Range 25-13-W5.....          | 51 07 115 44             |
| Dinosaur Junction.....     | E of Murren 14-30-20-W4.....               | 51 34 112 43             |
| Castle Peak.....           | Windsor Ridge.....                         | 49 17 114 14             |
| Brule Rapids.....          | Athabasca River.....                       | 56 31 112 27             |
| Sundance Range.....        | S of Banff 24-25-12-W5.....                | 51 05 115 37             |
| Stinking Springs.....      | S of Base Line L. 60-13-W6.....            | 54 13 119 52             |
| Whistling Valley.....      | SE of Haiduk L.....                        | 51 07 115 56             |
| <u>Name Confirmations</u>  |  |                          |
| Sunn side Hamlet.....      | N Shore of Sylvan L. 17-39-1-W5.....       | 52 22 114 07             |
| Three Lakes Ridge.....     | On Alta-B.C. Bdg.....                      | 49 14 114 24             |

## GEOGRAPHIC BOARD

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| <u>NAME</u>           | <u>LOCATION</u>                             | <u>POSITION</u> |
|-----------------------|---|-----------------|
| ALTERED APPLICATIONS  |   |                 |
| <u>Creek</u>          |   |                 |
| Bull.....             | Flows NE into Athabasca River..60-9-W5..... | 54 09 115 22    |
| Edith.....            | Flows N into Swan R. 67-10-W5.....          | 54 49 115 23    |
| Egg.....              | Flows N into North Saskatchewan R.....      | 54 00 112 24    |
| Jackson.....          | Flows SE into Castle R 6-3-W4.....          | 49 29 114 18    |
| Limestone.....        | Flows NE into Egg Cr.....                   | 53 55 112 22    |
| Pigeon.....           | Flows N into Bow R. 24-10-W5.....           | 51 03 115 16    |
| Scarpe.....           | Flows NE into Castle R. 5-3-W5.....         | 49 24 114 20    |
| Scarpe.....           | Flows NE into Castle R.....                 | 49 14 114 15    |
| Wind.....             | Flows N into Pigeon Cr. 24-9-W5.....        | 51 01 115 15    |
| <u>Hills</u>          |   |                 |
| Hawk.....             | W of Buffalo Head Hills.....                | 57 25 117 38    |
| Naylor.....           | NW of Hawk Hills.....                       | 57 37 117 50    |
| Whitemud.....         | NW of Cardinal L.....                       | 56 22 117 50    |
| <u>Lake</u>           |   |                 |
| Betty.....            | SE of Lake Louise.....                      | 51 25 116 10    |
| Morse.....            | SE of Swan Hills 66-10-W5.....              | 54 43 115 27    |
| <u>Mountain</u>       |   |                 |
| Hollebeke.....        | On Alta-B.C. Bdg. 5-5-W5.....               | 49 23 114 34    |
| Windsor.....          | NW of Waterton Lakes 9-4-2-W5.....          | 49 17 114 13    |
| <u>Post Office</u>    |   |                 |
| Mossie.....           | SW of Westlock..32-58-4-W5...               | 54 04 114 34    |
| Mystery Lake.....     | E. of Whitecourt 60-7-W5.....               | 54 10 114 55    |
| Skaro.....            | N. of Lamont...16-57-19-W4...               | 53 55 112 47    |
| <u>Miscellaneous</u>  |   |                 |
| Doris Locality.....   | NW of Westlock. 10-63-5-W5...               | 54 27 114 39    |
| La Coulotte Peak..... | On Alta-B.C. Bdg.....                       | 49 12 114 19    |
| Rainy Ridge.....      | On Alta-B.C. Bdg.....                       | 49 16 114 23    |
| Akuinu River.....     | Flows N into Saulteaux R. 68-3-W5.....      | 54 53 114 21    |

## NAME CHANGES

|                                      |     |                            |
|--------------------------------------|-----|----------------------------|
| Beaver Mines Lake                    | not | Beaver Lake                |
| Bisset Lake                          | not | Lake Bisset                |
| Bow City (Post Office)               | not | Eyremore Post Office       |
| Bruce Lake                           | not | Lake Bruce                 |
| Brule Rapids                         | not | Brule Rapids               |
| Castle Peak                          | not | Castle Mountain            |
|                                      | nor | Windsor Turret Peak        |
| Clearwater Creek                     | not | Morse Creek                |
| Dinosaur (Junction)                  | not | Munson Junction (Junction) |
| Fitzgerald (Hamlet)                  | not | Fort Fitzgerald (Hamlet)   |
| Font Creek                           | not | Front Creek                |
| Fox Creek Hamlet (Iosegun Lake P O ) | not | Fox Creek Hamlet           |
| Freeman River                        | not | Freemen River              |
| Goat Creek                           | not | Even Creek                 |



|                            |     |                              |
|----------------------------|-----|------------------------------|
| Grizzly Creek              | not | Lys Brook                    |
| Horne Lake                 | not | Horn Lake                    |
| Kathleen Station           | not | Kathleen Station(Doussal PO) |
| Keg River Cabin (Locality) | not | Keg River Cabins (Locality)  |
|                            | nor | Keg River Crossing(Locality) |
| Little Smoky Hamlet        | not | Little Smoky River Hamlet    |
| Lost Lake                  | not | Lost Lakes                   |
| Morse River                | not | Carlo Creek                  |
| Mouse Cache Creek          | not | Marie Creek                  |
| North Castle Mountain      | not | Castle North                 |
| North Kananaskis Pass      | not | Kananaskas Pass              |
| Phantom Crag Mountain      | not | Devils Fang Mountain         |
| Reesor Lake                | not | Twin Lakes                   |
| Rowan Lake                 | not | LakeRowan                    |
| South Drywood Creek        | not | South Drywood River          |
| Southfork Lakes            | not | Lost Lakes                   |
| Spionkop Creek             | not | North Yarrow Creek           |
| Split Lakes                | not | Split Lake                   |
| Stinking Creek             | not | South Branch Torrens River   |
| Stinking Springs           | not | Stinky Springs               |
| Sundance Range             | not | Bourgeau Range               |
| West Castle Mountain       | not | Castle West Mountain         |
| West Castle River          | not | West Branch Castle River     |

## DELETIONS

| <u>NAME</u>             | <u>LOCATION</u>                            | <u>POSITION</u> |
|-------------------------|--|-----------------|
| <u>Creek</u>            |  | o ' o '         |
| Carlo.....              | Flows SE into Freeman R...63-8-W5.....     | 54 30 115 01    |
| Eben.....               | Flows NE into Kakwa R. 59-12-W6.....       | 54 05 119 41    |
| Front.....              | Flows N into Castle River...               | 49 13 114 12    |
| Marie.....              | Flows SE into Kakwa R. 59-13-W6.....       | 54 07 119 53    |
| Morse.....              | Flows E into Athabasca R. 9-63-4-W5.....   | 54 25 114 31    |
| North Yarrow .....      | Flows E into Yarrow Creek 3-30-W4.....     | 49 15 113 57    |
| <u>Hamlet</u>           |  |                 |
| Fort Fitzgerald.....    | NW of Lake Athabasca.....                  | 59 51 111 36    |
| Fox Creek.....          | S of Iosegun L. 62-19-W5.....              | 54 24 116 48    |
| Little Smoky River..... | NW of Iosegun L. 66-22-W5.....             | 54 45 117 11    |
| <u>Lake</u>             |  |                 |
| Beaver.....             | SW of Beaver Mines 11-5-3-W5.....          | 49 22 114 18    |
| (Lake) Bisset.....      | NW of Chisholm 68-2-W5.....                | 54 56 114 13    |
| (Lake) Bruce.....       | NW of Chisholm 69-2-W5.....                | 54 57 114 14    |
| Horn.....               | SW of Whitecourt 35-58-13-W5.....          | 54 04 115 50    |
| Lost (Lakes).....       | NW of Lake Louise.....                     | 51 28 116 16    |
| Lost (Lakes).....       | NE of Twin Lakes.....                      | 49 09 114 09    |
| Lost (Lakes).....       | NW of Ruby Lake.....                       | 49 15 114 20    |
| (Lake) Rowan.....       | NW of McLeod River (Station)               | 53 29 116 38    |
| Split.....              | W of Andrew L.....                         | 59 53 110 13    |
| Twin (Lakes).....       | In Cypress Hills Prov. Park 20-8-1-W4..... | 49 40 110 06    |
| <u>Locality</u>         |  |                 |
| Bad Heart.....          | E of Lesser Slave L. 75-2-W5.....          | 55 30 114 16    |



## GEOGRAPHIC BOARD

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| NAME                    | LOCATION                             | POSITION |    |     |    |
|-------------------------|--------------------------------------|----------|----|-----|----|
|                         |                                      | o        | '  | o   | '  |
| Burnt Lake.....         | SE of Sylvan L.<br>4-38-1-W5.....    | 52       | 14 | 114 | 03 |
| Gleniffer.....          | S of Sylvan Lake<br>35-35-2-W5.....  | 52       | 03 | 114 | 10 |
| Keg River Cabins.....   | SE of Keg River<br>12-101-23-W5..... | 57       | 45 | 117 | 37 |
| Keg River Crossing..... | SE of Keg River<br>12-101-23-W5..... | 57       | 45 | 117 | 37 |
| Linfield.....           | NW of Barrhead<br>59-4,5,W5.....     | 54       | 09 | 114 | 36 |
| New Hill.....           | SW of Sylvan Lake<br>17-37-3-W5..... | 52       | 10 | 114 | 25 |

Mountain

|                   |                               |    |    |     |    |
|-------------------|-------------------------------|----|----|-----|----|
| Castle.....       | Windsor Ridge.....            | 49 | 17 | 114 | 14 |
| Castle North..... | SW of Mt. Gladstone.....      | 49 | 18 | 114 | 15 |
| Castle West.....  | SE of Barnaby Ridge.....      | 49 | 17 | 114 | 19 |
| Devils Fang.....  | SW of Black Rock Mountain.... | 51 | 18 | 115 | 11 |

River

|                           |  |    |    |     |    |
|---------------------------|--|----|----|-----|----|
| Bourgeau.....             | S. of Banff<br>24-25-12-W5.....                  | 51 | 05 | 115 | 37 |
| Freemen.....              | Flows SE into Athabasca R.<br>61-6-W5.....       | 54 | 19 | 144 | 47 |
| South Branch Torrens..... | Flows NW into South Torrens<br>R...60-13-W6..... | 54 | 13 | 119 | 52 |
| South Drywood.....        | Flows N into Drywood Cr.<br>4-1-W5.....          | 49 | 16 | 114 | 06 |
| West Branch Castle.....   | Flows NE into Castle R.....                      | 49 | 23 | 114 | 21 |

Station

|                              |                                      |    |    |     |    |
|------------------------------|--------------------------------------|----|----|-----|----|
| Kathleen (Doussal P.O.)..... | W of Winagami L.<br>35-76-19-W5..... | 55 | 37 | 116 | 50 |
| Partridge.....               |                                      |    |    |     |    |

Miscellaneous Names

|                              |                                   |    |    |     |    |
|------------------------------|-----------------------------------|----|----|-----|----|
| Lys Brook.....               | Flows N. into Castle R.....       | 49 | 20 | 114 | 20 |
| Munson Junction (Junction).. | E. of Munson..14-30-20-W4....     | 51 | 34 | 112 | 43 |
| Kananaskis Pass.....         | On Alta-B.C. Bdy.....             | 50 | 42 | 115 | 18 |
| Windsor Turret Peak.....     | Windsor Ridge.....                | 49 | 17 | 114 | 14 |
| Eyremore Post Office.....    | SW of Brooks..14-17-17-W4....     | 50 | 26 | 112 | 14 |
| Brule' Rapids.....           | Athabasca R.....                  | 56 | 31 | 112 | 27 |
| Stinky Springs.....          | S of Base Line L<br>60-13-W6..... | 54 | 13 | 119 | 52 |

The Annual Meeting of the Canadian Board on Geographical Names

At this meeting, held in Ottawa January 28, 1958 the Alberta Board was ably represented by its Secretary, Mrs. E. H. Gostick. In conference with the Ottawa members were also representatives from the Provinces of Nova Scotia, New Brunswick, Ontario, Manitoba, Saskatchewan and British Columbia. On her return Mrs. Gostick submitted a detailed report of the proceedings, in which she had freely participated. This continuing touch with the work of dealing with geographical names on the national scale is of material help to the Board in its work in Alberta.



Acknowledgments

The Board wishes to thank the newspapers and the radio stations of the Province for the space and time which they have devoted to informing the public regarding various features of its work. It has also enjoyed the valued co-operation of Mr. D. I. Istvanffy, Provincial Statistician, and its debt to its Secretary, Mrs. E.H. Gostick, grows greater year by year.

